



## AGENDA – Tuesday, April 4, 2016

**5:30 Council Workshop**

**7:00 p.m. City Council Meeting**

Long Beach City Hall

115 Bolstad Avenue West

### **5:30 p.m. WORKSHOP**

**WS 16-08**

Familiarization Tour of Cedars and Best Western – TAB A

### **7:00 p.m. CALL TO ORDER; PLEDGE OF ALLEGIANCE; AND ROLL CALL**

Call to order

Mayor Phillips, Council Member Linhart, Council Member Caldwell,

And roll call

Council Member Murry, Council Member Hanson and Council Member Kemmer.

### **PUBLIC COMMENT**

At this time, the Mayor will call for any comments from the public on any subject whether or not it is on the agenda for any item(s) the public may wish to bring forward and discuss. Preference will be given to those who must travel. **Please limit your comments to three minutes. The City Council does not take any action or make any decisions during public comment.** To request Council action during the Business portion of a Council meeting, contact the City Administrator at least one week in advance of a meeting.

### **CONSENT AGENDA – TAB B**

All matters, which are listed within the consent section of the agenda, have been distributed to each member of the Long Beach City Council for reading and study. Items listed are considered routine by the Council and will be enacted with one motion unless a Council Member specifically requests it to be removed from the Consent Agenda to be considered separately. Staff recommends approval of the following items:

- Minutes, March 21, 2016 City Council Meeting.
- Payment Approval List for Warrant Registers 56162-56187 & 79508-79574 for \$148,163.49
- **AB 16-16 – Resolution 2016-05 Hazard Mitigation Plan approval - TAB C**

### **BUSINESS**

- **AB 16-17 – Roofing Repair at City Shops - TAB D**
- **AB 16-18 – Postage system – TAB E**

### **DEPARTMENT HEAD ORAL REPORTS**

### **CORRESPONDENCE AND WRITTEN REPORTS – TAB F**

- Sales & Lodging Tax Report for March 2016
- Events Coordinator Correspondence to Council
- Correspondence – Christina Pegg – Longview Housing Authority
- Business License – Rogue Management – Outside City Limits
- Business License – Emerald Coast Title, LLC – 408 Pacific Ave South #3

### **FUTURE CITY COUNCIL MEETING SCHEDULE**

The Regular City Council meetings are held the 1<sup>st</sup> and 3<sup>rd</sup> Monday of each month at 7:00 PM and may be preceded by a workshop.  
April 18, 2016, May 2, 2016, May 16, 2016, June 4, 2016

### **ADJOURNMENT**

American with Disabilities Act Notice: The City Council Meeting room is accessible to persons with disabilities. If you need assistance, contact the City Clerk at (360) 642-4421 or advise City Administrator at the meeting.



**TAB - A**







**CITY COUNCIL  
WORKSHOP BILL**

**WS 16-08**

**Meeting Date: April 4, 2016**

**AGENDA ITEM INFORMATION**

<b>SUBJECT:</b> <i>Ragan has set up a tour of Cedars and Best Western.</i>	<b>Originator:</b>	
	Mayor	
	City Council	
	City Administrator	
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Events Coordinator	RA
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
<b>COST:</b> N/A	Water/Wastewater Supervisor	
<b>SUMMARY STATEMENT:</b> The trolley will be here to shuttle the Mayor and Council around.		



**TAB - B**



## LONG BEACH CITY COUNCIL MEETING

March 21, 2016

**WS 16-06      5:30 P.M. WORKSHOP-** Skate Park Location discussion with Gridline

### **CALL TO ORDER; PLEDGE OF ALLEGIANCE; ROLL CALL**

Mayor Phillips called the meeting to order at 7:00 p.m. and asked for the Pledge of Allegiance and roll call.

### **ROLL CALL**

David Glasson, City Administrator, called roll with Mayor Phillips, C. Caldwell, C. Linhart, C. Kemmer, and C. Hanson, and C. Murry was present.

### **PUBLIC COMMENT**

Vinessa Karnofski from Wellspring made a public comment.

### **CONSENT AGENDA**

Minutes, March 7 and March 11, 2016 City Council Meetings.

Payment Approval List for Warrant Registers 56126- 56161 & 79451 - 79507 for \$209,832.00

**C. Hanson made the motion to approve the consent agenda, C. Linhart seconded the motion. 5**

**Ayes, motion passed.**

### **BUSINESS**

**AB 16-14      Surplus Equipment**

David Glasson, City Administrator, presented the Agenda Bill. City staff wish to declare a list of equipment as surplus, advertise, and take bids accordingly **C. Linhart made the motion to pass AB 16-14; C. Hanson seconded the motion; and C. Kemmer abstained. Motion passed.**

**AB 16-15      Sandsations Busking Decision**

David Glasson, City Administrator, presented the Agenda Bill. City Staff and the Mayor have found a location for a sand sculpture in the mini park adjacent to Long Beach Tavern. The Long Beach Merchants are looking for a final decision so they can get started scheduling. **C. Hanson made the motion to authorize busking related to the Sand Sculpture construction at 3<sup>rd</sup> South and Pacific in the SW Mini Park. C. Linhart seconded the motion, 5 ayes. Motion passed.**

### **EXECUTIVE SESSION**

The Purpose of the Executive Session is addressed by RCW 42.30.110 (1)(g)(iii) Litigation or legal risks of a proposed action or current practice that the agency has identified when public discussion of the litigation or legal risks is likely to result in an adverse legal or financial consequence to the agency. The expected time the executive session will end is 7:40 p.m. **C. Linhart made the motion to go into executive session; C. Hanson seconded the motion. 5 Ayes, motion passed.** The executive session started at 7:25 p.m. with the City Attorney also in attendance. **C. Linhart made the motion to adjourn**

the executive session; C Hanson seconded the motion. 5 Ayes, Motion passed and was adjourned at 7:41 p.m.

#### **CORRESPONDENCE AND WRITTEN REPORTS**

- Correspondence – Long Beach Peninsula- Workshops and marketing meetings
- Business License – Shelly Hedges, Outside City Limits
- Business License – NU2U Treasures, 601 Pacific Ave. South

#### **ADJOURNMENT**

The Mayor adjourned the meeting at 7:45 p.m.

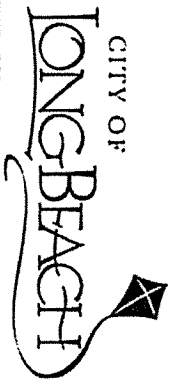
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Mayor

ATTEST:

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City Clerk



## Warrant Register

Check Periods: 2016 - March - Second

I, THE UNDERSIGNED DO HEREBY CERTIFY UNDER PENALTY OF PERJURY THAT THE MATERIALS HAVE BEEN FURNISHED, THE SERVICES RENDERED OR THE LABOR PERFORMED AS DESCRIBED HEREIN AND THAT THE CLAIM IS A JUST, DUE AND UNPAID OBLIGATION AGAINST THE CITY OF LONG BEACH, AND THAT I AM AUTHORIZED TO AUTHENTICATE AND CERTIFY TO SAID CLAIM.

Council Member	Council Member	Council Member	Clerk/Treasurer
56162	Bell, Helen S	3/18/2016	\$1,347.36
56163	Binion, Jacob	3/18/2016	\$1,532.65
56164	Bonney, Matthew T	3/18/2016	\$1,595.18
56165	Booi, Kristopher A	3/18/2016	\$1,349.93
56166	Daulton, Alan T	3/18/2016	\$555.63
56167	Gilbertson, Bradley K	3/18/2016	\$1,432.06
56168	Goulter, John R.	3/18/2016	\$1,563.19
56169	Gray, Karen	3/18/2016	\$5.55
56170	Huff, Timothy M.	3/18/2016	\$1,499.12
56171	Luethe, Paul J	3/18/2016	\$1,540.50
56172	Mortenson, Tim	3/18/2016	\$2,043.36
56173	Padgett, Timothy J	3/18/2016	\$1,426.47
56174	Russum, Richard	3/18/2016	\$1,220.46
56175	Warner, Ralph D.	3/18/2016	\$2,186.76
56176	Wood, Matthew T	3/18/2016	\$816.05
56177	Wright, Flint R	3/18/2016	\$2,478.24
56178	Zuern, Donald D.	3/18/2016	\$2,055.10
56179	AFLAC	3/18/2016	\$357.78
56180	Association of WA Cities	3/18/2016	\$23,464.73
56181	City of Long Beach - Fica	3/18/2016	\$10,177.86
56182	City of Long Beach - FWH	3/18/2016	\$7,798.96
56183	Dept of Labor & Industries	3/18/2016	\$2,222.68
56184	Dept of Retirement Systems	3/18/2016	\$10,801.88
56185	Dept of Retirement Systems Def Comp	3/18/2016	\$1,425.00
56186	Massnutual Retirement Services	3/18/2016	\$750.00
56187	Teamsters Local #58	3/18/2016	\$210.00
79508	Haskin, Katie	3/18/2016	\$143.00
79509	Pacific County Auditor	3/21/2016	\$99.00
79511	Gray, Karen	3/21/2016	\$125.00

79512	Padgett, Tim	3/21/2016	\$66.75
79513	At&T Mobility	3/23/2016	\$100.72
79514	Blow Your Top - Judy Davis	3/23/2016	\$107.90
79515	Cutting, Jeff	3/23/2016	\$49.00
79516	Ellyson, Sue	3/23/2016	\$84.98
79517	Interstate Battery	3/23/2016	\$292.25
79518	Tangly Cottage Garden	3/23/2016	\$507.13
79519	Visa	3/23/2016	\$1,551.50
79520	Daulton, Alan	3/24/2016	\$207.00
79521	Kitzman, Mike	3/24/2016	\$342.76
79522	Warner, Ralph	3/24/2016	\$311.76
79523	CenturyLink	3/24/2016	\$667.28
79524	Gray, Karen	3/28/2016	\$547.98
79525	EverBank	3/28/2016	\$247.18
79526	Banuet, Elizabeth	3/29/2016	\$50.00
79527	Ostgaard, Loretta	3/30/2016	\$192.77
79528	Glasson, David	3/30/2016	\$48.60
79529	Postmaster	3/30/2016	\$502.46
79530	Standard Insurance Co.	3/30/2016	\$1,855.97
79531	Unum Life Insurance	3/30/2016	\$71.70
79532	All Safe Mini Storage	3/31/2016	\$190.00
79533	Alpine Products Inc	3/31/2016	\$1,727.08
79534	AlSCO-American Linen Div.	3/31/2016	\$119.70
79535	Arts Auto Parts Inc.	3/31/2016	\$149.79
79536	Astoria Janitor & Paper Supply	3/31/2016	\$1,242.80
79537	Backflow Management Inc	3/31/2016	\$1,502.50
79538	Basket Case Greenhouse	3/31/2016	\$161.62
79539	BSN Sports	3/31/2016	\$787.67
79540	Calvert Technical Services	3/31/2016	\$839.64
79541	CASCADE MACHINERY & ELECTRIC	3/31/2016	\$2,808.70
79542	Ced - Consolidated	3/31/2016	\$1,831.88
79543	City of Long Beach	3/31/2016	\$1,133.63
79544	Department of Retirement	3/31/2016	\$25.00
79545	Evergreen Septic Pumping LLC	3/31/2016	\$728.33
79546	Fastenal Industrial & Construction	3/31/2016	\$117.22
79547	Galls, LLC	3/31/2016	\$35.34
79548	Grafix Shoppe	3/31/2016	\$333.44
79549	GRAINGER	3/31/2016	\$261.33
79550	Hach Company	3/31/2016	\$5,806.87
79551	Joy Enterprises	3/31/2016	\$36.80
79552	K & L Supply, Inc.	3/31/2016	\$1,194.65
79553	KEYBANK	3/31/2016	\$10,254.25
79554	Krigbaum, Dave or Anne	3/31/2016	\$75.00
79555	Kulbel, Jim	3/31/2016	\$157.31
79556	Myers, Ragan	3/31/2016	\$166.52
79557	North Central Laboratories	3/31/2016	\$190.49



<u>79558</u>	Pacific County Sheriffs	3/31/2016	\$3,939.75
<u>79559</u>	Pacific Office Automation	3/31/2016	\$136.67
<u>79560</u>	Pilot Rock	3/31/2016	\$890.00
<u>79561</u>	Pitney Bowes Global Financial Services LLC	3/31/2016	\$681.63
<u>79562</u>	Pitney Bowes Inc	3/31/2016	\$1,782.99
<u>79563</u>	Public Utility District 2	3/31/2016	\$10,688.82
<u>79564</u>	Pumpteck, Inc	3/31/2016	\$1,702.21
<u>79565</u>	Recall Secure Destruction Services	3/31/2016	\$161.70
<u>79566</u>	Skipanon Marine & RV Supply	3/31/2016	\$0.00
<u>79567</u>	STAPLES ADVANTAGE	3/31/2016	\$193.60
<u>79568</u>	Tolva, Debra	3/31/2016	\$19.28
<u>79569</u>	Usa Blue Book	3/31/2016	\$411.92
<u>79570</u>	Verizon Wireless	3/31/2016	\$485.68
<u>79571</u>	Vision Municipal Solutions	3/31/2016	\$2,128.75
<u>79572</u>	Wadsworth Electric	3/31/2016	\$1,453.61
<u>79573</u>	Willcox & Flegel Oil Co.	3/31/2016	\$1,517.33
<u>79574</u>	Zee Medical Service Co.	3/31/2016	\$62.80

<b>Total</b>	<b>Check</b>	<b>\$148,163.49</b>
<b>Grand Total</b>		<b>\$148,163.49</b>



TAB - C





**CITY COUNCIL  
AGENDA BILL  
AB 16-16  
Meeting Date: April 4, 2016**

**AGENDA ITEM INFORMATION**

<b>SUBJECT: Resolution 2016-05 Hazard Mitigation Plan</b>	<i>Originator:</i>	
	Mayor	
	City Council	
	City Administrator	DG
	City Attorney	
	City Clerk	
	City Engineer	
	Community Development Director	
	Fire Chief	
	Police Chief	
	Streets/Parks/Drainage Supervisor	
	Water/Wastewater Supervisor	
<b>COST:</b>	Other:	
<b>SUMMARY STATEMENT:</b> Attached to this agenda bill is Resolution 2016-05, along with a memorandum from Scott McDougall, Deputy Director of Pacific County Emergency Management Agency. This resolution will allow the city to apply for hazard mitigation money whenever there is a Presidentially declared emergency that affects Pacific County.		
<b>RECOMMENDED ACTION:</b> <i>Adopt Resolution 2016-05.</i>		



# PACIFIC COUNTY SHERIFF'S OFFICE

*Sheriff Scott L. Johnson*

300 Memorial Drive, P.O. Box 27, South Bend, WA 98586 | Phone 360.875.9395 | Fax 360.875.9393

## MEMORANDUM

To: All Hazard Mitigation Plan Stakeholders

From: Scott McDougall, Deputy Director  
Pacific County Emergency Management Agency

Date: March 28, 2016

Re: Hazard Mitigation Plan Adoption

The 2016 Pacific County Hazard Mitigation Plan update has been "Approved Pending Adoption" by the Federal Emergency Management Agency (FEMA). The updated plan must now be adopted by all of the participating jurisdictions. The plan cannot be edited at this point and must be adopted as approved by FEMA. (Click the link to see the plan:

<https://www.dropbox.com/s/kjq14iovud99lm5/Pacific%20County%20Hazard%20Mitigation%20Plan.pdf?dl=0> )

The plan must be adopted prior to any of the participating entities receiving Robert T. Stafford Disaster Relief and Emergency Assistance Act's hazard mitigation grants and Flood Mitigation Assistance projects as funding becomes available. Several agencies that participated in the mitigation planning effort have expressed interest in recent announcements of funding and are considering submitting a Letter of Intent. We have coordinated that with Washington State EMD and Letters of Intent that may have already been submitted remain valid pending adoption by resolution of the 2016 Pacific County Hazard Mitigation Plan. It is important that all agencies follow through with adoption by resolution in order to be eligible for this and future funding.

I have attached sample resolution forms for each jurisdiction to this email. The forms contain the language FEMA requires for adoption but each agency may otherwise edit to fit the needs of your jurisdiction. As soon as the resolution has been adopted please forward an original completed resolution to me for inclusion in the final plan. All resolutions must be returned no later than April 29, 2016.

Please feel free to contact me at (360) 875 or 642-9338, or at [smcdougall@co.pacific.wa.us](mailto:smcdougall@co.pacific.wa.us) with any questions.



**FEMA**

March 14, 2016

Mr. Tim Cook  
State Hazard Mitigation Strategist  
Washington State Emergency Management Division  
Building 20, MS TA-20  
Camp Murray, Washington 98430-5122

Dear Mr. Cook:

As requested, the U.S. Department of Homeland Security's Federal Emergency Management Agency (FEMA) has completed a pre-adoption review of the *Pacific County Hazard Mitigation Plan*. The plan successfully contains the required criteria, excluding the adoption, for hazard mitigation plans, as outlined in 44 CFR Part 201. This letter serves as Region 10's commitment to approve the plan upon receiving documentation of its adoption by the Community.

The plan will not be formally approved by FEMA until it is adopted. The communities are not eligible for mitigation project grants until the plan is formally approved by FEMA.

Please contact our Regional Mitigation Planning Manager, Brett Holt, at (425) 487-4553 with any questions.

Sincerely,

A handwritten signature in black ink, appearing to read "Tamra Biasco".

Tamra Biasco  
Chief, Risk Analysis Branch  
Mitigation Division

BH:bb

## RESOLUTION NO. 2016-05

Resolution of the City Council of the City of Long Beach; Adopting the finalized Pacific County Hazard Mitigation Plan; Providing and effective date; and for other purposes:

**WHEREAS**, The participating jurisdictions of Pacific County have worked together to develop a strategy known as the Pacific County Hazard Mitigation Plan to improve disaster resistance in the planning area; AND

**WHEREAS**, the Federal Disaster Mitigation Act of 2000 (DMA2000) pursuant 44 CFR Part 201 and the Federal Emergency Management Agency (FEMA) require communities to adopt an approved hazard mitigation plan in order to be eligible to receive pre-disaster and post disaster federal funding for mitigation purposes; AND

**WHEREAS**, the participating jurisdiction has participated in the hazard mitigation plan by the formation of a Mitigation Planning Committee (MPC); AND

**WHEREAS**, the MPC recommends the formal adoption of the Pacific County Hazard Mitigation Plan by the passing of this resolution.

Therefore, be it resolved by the City Council of the City of Long Beach

**THAT:**

**Section 1:** The participating stakeholder hereby approves and adopts the hazard mitigation plan in its entirety with projects as adopted by the MPC; AND agree to be governed by the Hazard Mitigation Plan attached hereto and incorporated.

**Section 2:** The participating stakeholder authorizes the appropriate participating officials to pursue funding opportunities for implementation of proposals designated therein; AND will upon receipt of such funding or other necessary resources, seek to implement the actions contained in the hazard mitigation plan.

**Section 3:** The participating jurisdiction will continue to cooperate and participate in the hazard mitigation planning process, holding regular meetings, including reporting of progress as required by FEMA, the Washington Military Department Emergency Management Division and the MPC.

**Passed** this 4<sup>th</sup> day of April, 2016.

AYES \_\_\_\_\_ NAYS \_\_\_\_\_ ABSENT \_\_\_\_\_ ABSTAIN \_\_\_\_\_

\_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
City Clerk



TAB - D





**CITY COUNCIL  
AGENDA BILL  
AB 16-17  
Meeting Date: April 4, 2016**

**AGENDA ITEM INFORMATION**

***SUBJECT: Roof Repairs  
at Long Beach City Shop***

***Originator:***

Mayor

City Council

City Administrator

DG

City Attorney

City Clerk

City Engineer

Community Development Director

Fire Chief

Police Chief

Streets/Parks/Drainage Supervisor

***COST:***

Water/Wastewater Supervisor

Other:

***SUMMARY STATEMENT:*** The shop roof is leaking on the evidence room, and needs immediate repair. This item wasn't budgeted, but needs to be completed.

***RECOMMENDED ACTION: Approve repairs to the shop roof.***

**WASHINGTON OFFICES**

LONG BEACH: 360-642-3841  
 VANCOUVER: 360-852-8884  
 LIC # DRROOF990QT  
 EIN # 91-2137934

**Dr. Roof, Inc.**

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 SEASIDE: 503-717-1911  
 FAX: 503-717-1011

CCB # 157159

CUSTOMER MATT BONNEY

PHONE 253-878-8569

MAILING ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

CITY MBONNEY@LONGBEACH.WA.GOV

STATE WA

ZIP 98631

PROJECT ADDRESS CITY SHOP STORAGE-6TH ST NE, LONG BEACH INFO ROOF

DR. ROOF INC., PROPOSED MATERIALS AND INSTALLATION TO BE PERFORMED AT ABOVE ADDRESS AS FOLLOWS:

REMOVE RIDGE CAPS IN DESIGNATED AREA TO ACCESS ROOF PANELS

REMOVE ROOF PANELS FROM NORTH END OF STORAGE BUILDING TO SECOND BAY TO SOUTH ONLY

INSTALL NEW VINYL BACKED CONDENSATION BLANKET TO RAFTERS

PURCHASE AND INSTALL NEW 3' WEST COAST PANELS TO THIS SECTION

PANELS INSTALLED WITH #10X1 1/2" WOOD FAST GROMMETED SCREWS

INSTALL NEW GABLE TRIMS TO THIS SECTION

INSTALL HIGH WIND CLOSURE STRIP TO PEAK AND NEW RIDGE CAPS

CLEAN UP AND HAUL AWAY ALL JOB RELATED DEBRIS

ROOFING • SIDING • WINDOWS • DECKS • GUTTERS

ROOFING • SIDING • WINDOWS • DECKS • GUTTERS

☒ T.O./REMOVAL EXISTING

☐ SHEETING N/A

☒ UNDERLAYMENT CONDENSATION BLANKET

☒ ROOFING 3' WEST COAST METAL PANELS

☐ SIDING N/A

☐ WINDOWS N/A

☐ DECK N/A

☒ WARRANTY 10 YEAR LABOR (SECTION ONLY)

COLOR CHOICE WHITE

☒ NAILS/FASTENERS GROMMETED SCREWS

☒ FLASHINGS INCLUDED

☐ TRIM N/A

☒ CAULKING/SEALING AS NEEDED

☐ VENTING N/A

☐ MISC. N/A

☒ MISC. ALL PROMOTIONAL DISCOUNTS APPLIED

☒ CLEAN UP & REMOVE DEBRIS

MANUFACTURER NORTH AMERICAN METALS

\*\* IF ROT IS DISCOVERED, THERE WILL BE AN ADDITIONAL COST

\*\* METAL RUSTING, CAULKING FAILURE OR MAINTENANCE IS NOT COVERED BY WARRANTY

\*\* ATTENTION: NAILS MAY PENETRATE SOFFIT AREA

DR. ROOF, INC. AGREES TO COMPLETE THIS INSTALLATION IN A WORKMANLIKE MANNER FOR THE PRICE OF:

\$ 4,550.00 PLUS TAX AMOUNT \$4,909.45 INCLUDING TAX

THIS PRICE INCLUDES ALL LABOR AND MATERIALS TO BE PROVIDED BY DR. ROOF, INC. UNLESS OTHERWISE SPECIFIED

DOWN PAYMENTS ARE BASED ON SIZE OF PROJECT AND MATERIALS NEEDED. BALANCE IS DUE IMMEDIATELY UPON COMPLETION OF WORK. PAYMENT IS REQUIRED IN FULL TO ENSURE LABOR AND MATERIAL WARRANTIES ARE INSTATED.

DISCLAIMER: ANY ALTERATION OR DEVIATION FROM THE SPECIFICATIONS OF THIS PROPOSAL INVOLVING EXTRA COSTS OF MATERIAL OR LABOR WILL BE EXECUTED UPON VERBAL ORDERS OF THE HOMEOWNER, AND WILL BECOME AN EXTRA CHARGE OVER THE BALANCE DUE.

RESPECTFULLY SUBMITTED BY

ACCEPTANCE OF PROPOSAL

JAY RINEHART

DATE 2/12/16

BY SIGNING THIS CONTRACT IT STATES THAT YOU AUTHORIZE DR. ROOF, INC. TO FURNISH ALL LABOR AND MATERIALS REQUIRED TO COMPLETE THE SCOPE OF WORK DETAILED IN THE ABOVE PROPOSAL AND AGREE TO PAY THE BALANCE DUE AND ANY ADDITIONS UPON COMPLETION OF THE INSTALLATION AND THAT YOU HAVE READ AND UNDERSTAND THE LIEN INFORMATION ON THE REVERSE SIDE.

ACCEPTED \_\_\_\_\_

DATE \_\_\_\_\_

THIS PROPOSAL IS VALID FOR 30 DAYS FROM THE DATE OF SUBMISSION. IF YOU SIGN THIS CONTRACT AND WISH TO CANCEL THE CONTRACT AT ANY TIME THERE WILL BE A RELEASE OF CONTRACT FEE OF \$250.00 PLUS A MATERIAL RESTOCKING FEE OF 15%. METAL ROOFING IS NON RETURNABLE. ALL CREDIT CARD PAYMENTS WILL HAVE AN ADDITIONAL 2.5% SERVICE FEE APPLIED.

## NOTICE TO CUSTOMER (Washington Residence Only)

This Contractor is registered with the state of Washington registration no. DRROI990QT and has posted with the state a bond or deposit of \$12,000.00 for the purpose of satisfying claims against the contractor for breach of contract including negligent or improper work in the conduct of the contractor's business. See contractor for current registration.

**THIS BOND OR DEPOSIT MIGHT NOT BE SUFFICIENT TO COVER A CLAIM THAT MIGHT ARISE FROM THE WORK DONE UNDER YOUR CONTRACT.** This bond or deposit is not for your exclusive use because it covers all work performed by this contractor. The bond or deposit is intended to pay valid claims up to bond limit that you and other customers suppliers subcontractors or taxing authorities may have.

**FOR GREATER PROTECTION YOU MAY WITHHOLD A PERCENTAGE OF YOUR CONTRACT** You may withhold a contractually defined percentage of your construction contract as Retainage for a stated period of time to provide protection to you and help insure that your project will be completed as required by your contract. If not defined prior to execution of contract no Retainage will be held.

**YOUR PROPERTY MAY BE LIENED** If a supplier of materials used in your construction project or an employee or subcontractor of your contractor or subcontractor is not paid, your property may be liened to force payment and you could pay twice for the same work.

**FOR ADDITIONAL PROTECTION YOU MAY REQUEST THE CONTRACTOR TO PROVIDE YOU WITH ORIGINAL "LIEN RELEASE" DOCUMENTS FOR EACH SUPPLIER OR SUBCONTRACTOR ON YOUR PROJECT** The contractor is required to provide you with further information about lien release documents if you request it. General information is also available from the state Department of Labor and Industries.

### Oregon Consumer Notification

You can do more to protect yourself before hiring a contractor than the CCB can do to help you after problems have developed. Here are some suggestions to prevent problems on construction projects.

#### CHOOSE A LICENSED CONTRACTOR

Check if your contractor is licensed with the CCB at [www.oregon.gov/ccb](http://www.oregon.gov/ccb) or 503-378-4621 using the contractor's license number or phone number. A license means the contractor has a surety bond and liability and property damage insurance. Licensing is not a guarantee of the contractor's work. Check the contractor's license category. Each category has different surety bond and liability insurance requirements for contractors.

General Contractor-All Structures (\$15,000 bond, \$500,000 insurance)  
General Contractor-Residential Only (\$15,000 bond, \$500,000 insurance)  
Specialty Contractor-All Structures (\$10,000 bond, \$500,000 insurance)  
Specialty Contractor-Residential Only (\$10,000 bond, \$300,000 insurance)  
Limited Contractor (\$5,000 bond, \$100,000 insurance)  
Inspector (\$10,000 bond, \$300,000 insurance)  
Licensed Developer (\$15,000 bond, \$500,000 insurance)

#### CHECK OUT YOUR CONTRACTOR

Ask for and check references. Don't automatically accept the lowest bid. Get educated. Request a free brochure called *16 Ways to Avoid Repair, Remodeling and Construction Problems*. Use the phone number or web address below. Be smart during the project.

#### TAKE YOUR TIME AND PLAN YOUR PROJECT

Have a signed, written contract before the work is started or you pay any money. Only sign a contract when you understand all the terms. Keep good written records. Keep receipts, change orders, a phone conversation log, etc. Read your lien notice. The business you contract with is required by law to give you a document called "Information Notice to Owner about Construction Liens" if the contract price is more than \$1,000. You can also get a copy by contacting the CCB. Do not pay the full cost of the job in cash before work begins. Make changes to the original contract in writing, including any differences in cost and extensions of completion dates. Read your EPA pamphlet. Federal law requires contractors to distribute the pamphlet "Protect Your Family from Lead in Your Home" to homeowners before beginning work on pre-1978 housing. You can also get a copy by calling 800-424-LEAD or visit [www.epa.gov/lead](http://www.epa.gov/lead).

#### IF YOU HAVE A COMPLAINT

Contact the CCB 503-378-4621 or e-mail [ccb\\_info@state.or.us](mailto:ccb_info@state.or.us)

You can file a claim against a licensed contractor within one year of the work being substantially completed. (Information in this brochure is not legal advice. For legal advice, consult with an attorney.)

Oregon Consumer Notification- You can do more to protect yourself before hiring a contractor than the CCB can do to help you after problems have developed. Here are some suggestions to prevent problems on construction projects.

Construction Contractors Board 700 Summer Street Ste 300 • PO Box 14140, Salem OR 97309-5052, 503-378-4621 • Fax: 503-373-2007 [www.oregon.gov/ccb](http://www.oregon.gov/ccb)

**NOTICE TO OWNER ABOUT CONSTRUCTION LIENS** - Under Oregon law, your contractor and others who provide labor, materials, equipment or services to your project may be able to claim payment from your property if they have not been paid. That claim is a construction lien. If your contractor does not pay subcontractors, employees or rental equipment or materials suppliers or does not make other legally required payments, those

who are owed money may lien your property for payment. It is in your best interest to verify that all bills are paid, even if you have paid your contractor in full. If you occupy or will occupy your home, persons who supply materials, labor, equipment or services ordered by your contractor are permitted by law to record a lien against your property only if they have sent you a timely Notice of Right to Lien (which is different from this Information Notice) before or during construction. If you enter into a contract to buy a newly-built, partially-built or newly-remodeled home, a lien may be claimed even though you have not received a Notice of Right to a Lien. If you do not occupy the building, a Notice of Right to Lien is not required prior to filing a lien.

### Common Questions and Answers about Construction Liens

Can someone record a construction lien even if I pay my contractor? Yes. Anyone who has not been paid for labor, material, equipment, or services on your project and has provided you with a valid Notice of Right to Lien (where one is required) has the right to record a construction lien. What is a Notice of Right to Lien? In certain circumstances persons with whom you do not have a contract are required to send you a Notice of Right to a Lien if they intend to protect their construction lien rights against your project. It is sent to you for your protection. It is not a construction lien.

What should I do when I receive a Notice of Right to Lien? Don't ignore it. Find out what arrangements your contractor has made to pay the sender of the Notice of Right to Lien.

When do construction liens need to be recorded? In Oregon, construction liens generally need to be recorded within 75 days from the date the project was substantially completed or 75 days from the date that the lien claimant ceased to provide labor, material, equipment or services, whichever is earlier. To enforce a lien, the lien holder must file a lawsuit in a proper court within 120 days of the date the lien was recorded. (Important information on other side) This is not a lien. It is provided to you by your contractor to inform you about construction lien laws. An Information Notice is not a reflection upon the integrity or credit standing of your contractor. This Information Notice explains the construction lien law and steps you can take to protect your property from a valid lien. As an owner, you should read this Information Notice carefully. This Information Notice is required to be given if you contract for residential construction or remodeling or if you are buying a new home at any time the contract price exceeds \$1,000.

#### How to Protect Yourself

- When you pay your contractor for materials, labor, equipment or services, you may wish to consider making your checks payable jointly to the contractor and whoever sent you a Notice of Right to Lien.
- You can ask for a statement of the reasonable value of the materials, labor, equipment or services provided to your project from everyone who sends you a Notice of Right to Lien. If this information is not provided in a timely manner, the sender of the Notice of Right to Lien may still be able to record a construction lien but is not entitled to attorney fees.
- Consider using the services of an escrow agent to protect your interests. Consult your attorney to find out whether your escrow agent will protect you against liens when disbursing payments.
- Contact a title company about obtaining a title policy that will protect you from construction lien claims.
- Ask your contractor, lending institution, and architect what precautions, if any, they will take to protect your project from construction liens.
- Get evidence that those who sent you a Notice of Right to Lien have been paid or have waived all their construction lien rights.
- Have a written contract with your contractor. A written contract is required for projects greater than \$2,000 and highly recommended for projects less than that.
- Review the Consumer Notification form (ORS 701) which your contractor must provide to you when a bid or proposals made on a residential structure.
- Contact the Construction Contractors Board (CCB) and confirm that your contractor is licensed. The law requires all construction contractors to be licensed with the CCB or landscape businesses licensed with the Landscape Contractors Board (LCB). Contact the CCB at [www.oregon.gov/ccb](http://www.oregon.gov/ccb) or 503-378-4621. Call the LCB at 503-926-6561. Should you have a dispute with your contractor, you may be able to file a claim with the CCB or LCB and be reimbursed in whole or in part from the contractor's bond. For more details about help available through the agency, write to the CCB at PO Box 14140, Salem, OR 97309-5052 or call 503-378-4621.
- Consult an attorney. If you do not have an attorney, consider contacting the Oregon State Bar referral service at 503-684-3763 or 1-800-452-1636.

Signing this Information Notice indicates only that you have received it. Your signature does not give your contractor or those who provide material, labor, equipment, or services any additional rights to place a lien on your property.

Job site address: **CITY SHOP STORAGE-6TH ST NE, LONG**

This Notice furnished by:

**DR. ROOF INC. 2/12/16**

**157159**

(Contractor) \_\_\_\_\_ (CCB #) \_\_\_\_\_ (Date) \_\_\_\_\_

Received by \_\_\_\_\_

(Owner(s)) \_\_\_\_\_ (Date) \_\_\_\_\_

The material in this Information Notice is not intended to be a complete analysis of the law in ORS Chapters 87 and 701. You may request a more detailed description of Oregon lien law called "Required Residential Construction Notices" by calling 503-378-4621 to request the publication. For more detailed information, consult an attorney.



**TAB - E**







**CITY COUNCIL  
AGENDA BILL  
AB 16-18  
Meeting Date: April 4, 2016**

**AGENDA ITEM INFORMATION**

***SUBJECT: Postage  
Machine replacement***

***Originator:***

Mayor

City Council

City Administrator

City Attorney

City Clerk

City Engineer

Community Development Director

Fire Chief

Police Chief

Streets/Parks/Drainage Supervisor

Water/Wastewater Supervisor

Other:

DG

***COST:*** \$2,335.36 / Year for 5 years.

***SUMMARY STATEMENT:*** The city has used Pitney Bowes for many years, and our current contract with them is expiring. Staff has reviewed options of Pitney Bowes, Neopost and Vision direct mail and concluded that Neopost is the best fit for the city at this time. Neopost will also end up saving the city an estimated \$360 per year compared to what we have been paying the last five years.

***RECOMMENDED ACTION: Approve agreement with Neopost.***

## David Glasson

---

**From:** John Engebretson <John@visionms.net>  
**Sent:** Wednesday, March 9, 2016 1:36 PM  
**To:** David Glasson  
**Cc:** Jordan Engebretson  
**Subject:** Re: Folding machine or using vision to send out billing

Outsourcing rates are \$.65 or \$.675 per piece if you provide a return envelope for your customer.

Includes form, envelope, CASS certification, postage, sorting, and inserting.

For house holding, or mail sent to the same address, you save postage and envelope charges as they are automatically combined.

Delinquency notices or reminders are also possible. Same rates, submitted separately.

The current modern full page bill style prints in full color. Included on the form are consumption graphs, OCR (for scanning), and IMB barcoding.

This is the same statement that is displayed with our EBPP solution with Invoice Cloud as well.

Inserts are also available, such as your annual CCR. Current rates are \$.125 (single) or \$.14 (duplex). Full color, form printing included. Inserted in existing statement runs of your choice.

Sorry so lengthy, lots involved.

Let me know if I can be of further assistance.

Thanks David,  
John.

Sent from my iPhone

On Mar 9, 2016, at 12:55 PM, David Glasson <[dglasson@longbeachwa.gov](mailto:dglasson@longbeachwa.gov)> wrote:

John,

I am at the point I need to renew our contract for the folding machine. What is the current rates to have your vendor do that work for us?

Thanks,

David



## Vision Forms

PO Box 28429

Spokane, WA 99228

Phone (509) 315-8845 Fax (888) 223-6007

Website: [www.visionms.net](http://www.visionms.net) Email: [info@visionms.net](mailto:info@visionms.net)

Typically no data is transferred through Vision Servers and therefore not accessible by Vision personnel. In the situation that it is necessary for Vision Forms to assist in the transfer of your data the below applies.

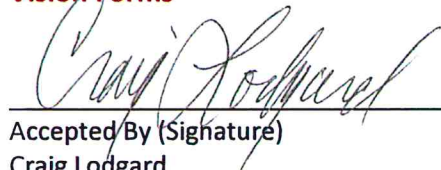
- We will use personal information you provide only for purposes consistent with the reason you provided it.
- When we provide personal information to companies that perform services for us, such as Wright Enterprises, we require those companies to protect the information in the same manner as Vision Forms. These service companies cannot use your personal information for any other purpose than the reason you provided it to Vision Forms.
- We do not sell any of the information collected or stored.

### Entire Agreement:

This Agreement constitutes the entire Agreement between LONG BEACH and Vision Forms. It supersedes all prior communications, agreements, contracts and promises, either oral or written, by LONG BEACH and Vision Forms. No modification of the terms of this Agreement shall be effective unless agreed to in writing by both LONG BEACH and Vision Forms.

### Acceptance of Agreement:

#### Vision Forms

A handwritten signature in black ink, appearing to read "Craig Lodgard", written over a horizontal line.

Accepted By (Signature)

Craig Lodgard

Printed Name

Managing Member

Title:

03/15/2016

Date

#### CITY OF LONG BEACH

Accepted By (Signature)

Printed Name

Title

Date



## Vision Forms

PO Box 28429

Spokane, WA 99228

Phone (509) 315-8845 Fax (888) 223-6007

Website: [www.visionms.net](http://www.visionms.net) Email: [info@visionms.net](mailto:info@visionms.net)

### Postage Deposit:

LONG BEACH shall pay a deposit for postage equal to one month's total billing cost to Vision Forms. Deposit amount shall be offset against outstanding amounts owed Vision Forms at the termination of the Agreement with any remaining amounts refunded to LONG BEACH. The deposit must be paid in full prior to first mailing, and is subject to increase.

### Billing Method:

Vision Forms shall submit invoices to LONG BEACH as services are performed. Invoices shall detail the dates of data files billed, number of bills processed, number of inserts processed, cost per billing and insert, and grand total. Invoices shall be sent to Email [finance@longbeachwa.gov](mailto:finance@longbeachwa.gov). Invoices submitted by Vision Forms shall be paid within thirty days of receipt of invoice. If LONG BEACH elects to cancel the payment agreement, all monies will become due at the point of cancellation.

### Contact Personnel:

The contact person for Vision Forms shall be John Engebretson at (509) 315-8845, ext. 201, and the backup person shall be Chad Heaton at (509) 315-8845, ext. 202. The contact person at LONG BEACH shall be David Glasson at (360) 642-4421.

### Indemnification

Vision Forms shall indemnify, defend, and hold harmless the City, its agents, and employees from and against any and all liability arising from in whole or part from negligent acts or omissions of Vision Forms, its agents, officers, or employees.

### Security/Privacy:

#### *Security*

Our partner, Wright Enterprises, partners with EasyStreet, an advanced data hosting ISP, to manage all inbound and outbound customer communications. EasyStreet Pro's Co-location services provide us with a fully managed, redundant network infrastructure. Their managed network provides connectivity through multiple entrances to the Internet backbone via multiple separate, fiber-based, fault-tolerant networks. Routers between our co-location rack and the Internet are redundant, minimizing potential single points of failure. EasyStreet's multi-million dollar Data Center is a national-class facility hardened with multiple layers of reliability and protection. They've engineered it to avoid any single point of failure in connectivity, power, fire or air conditioning. Inside the Data Center, they've taken every precaution to assure the safety of our servers, starting with a dedicated power feed.

#### *Physical security*

The facilities are manned by EasyStreet personnel 24/7. They are monitored for intrusion detection with internal alarming and an external security service. Entrance is by card key\*. All access is logged, and cameras provide additional surveillance. The Data Center is located on a flat stable ground with no known faults, flood plains, flight paths or other geological threats. Cabinets and racks are bolted to the foundation for seismic stability. Overhead anchored ladders provide additional vertical stability. All cabling is overhead.

#### *Privacy*

Vision Forms values our customers and respects your privacy and the security of your personal information.





## **Vision Forms**

PO Box 28429

Spokane, WA 99228

Phone (509) 315-8845 Fax (888) 223-6007

Website: [www.visionms.net](http://www.visionms.net) Email: [info@visionms.net](mailto:info@visionms.net)

### **Service Agreement between City of CITY OF LONG BEACH and Vision Forms**

This Service Agreement "Agreement" is made effective on the date noted below by and between **Vision Forms** and **CITY OF LONG BEACH** "LONG BEACH".

#### **Terms of Agreement:**

This agreement starts on the date signed by both parties. Agreement shall automatically be renewed monthly unless 30 days prior notice is given by either party.

Whereas, LONG BEACH desires to have a responsible, qualified and competent entity to process, collate and mail billings and Vision Forms desires to obtain the right and privilege to provide such services;

Now, Therefore, LONG BEACH and Vision Forms agree as follows:

LONG BEACH shall provide Vision Forms with billing data via direct download to Vision Forms' FTP site or other acceptable magnetic media form at the rate of approximately 250 bills per cycle.

#### **Scope of Service:**

Vision Forms shall provide the following services and supplies:

- a) Billing Forms as approved by LONG BEACH
- b) Vision Forms shall send an E-mail to confirm receipt of each data file, the number of billings contained in the file and the total billing amount to confirm the integrity of the data received
- c) Processing which shall include: compilation of data, processing of data including redirection of flagged accounts, CASS certification and bar coding of addresses, imaging of variable data and statement onto a single sheet of 20# statement stock, perforated for remittance
- d) Folding and insertion of statement with #9 return envelopes (optional) into double window #10 envelope
- e) Monthly mailing of statements with first class, pre-sorted postage at the lowest qualified rates  
Postage included with the exception of flats and foreign mail
- f) Vision Forms shall process all billings within 48 hours of receipt of approved billing data from LONG BEACH
- g) Billing statements will be processed monthly (every month)
- h) Normal turnaround for flyers, newsletters and other similar communication pieces to be included with statements is two (2) weeks in advance of mailing

#### **Payment:**

In consideration for this service, LONG BEACH will pay the rate of sixty-five (66) cents per piece mailed at a minimum of one hundred dollars (\$100) per billing to Vision Forms or the rate of sixty-seven (68) cents per piece if the #9 return envelope is included. Also, LONG BEACH will pay Vision Forms \$300 for a one-time setup fee. The rate per/piece is subject to change based on postage, paper, and processing impacts. Programming customizations will be quoted on a per-job basis at the rate of \$125.00 per hour.

#### **Increases in Postage and Paper Costs:**

Should U.S. Postal Service bulk postage rate rise during the Agreement period, the amount LONG BEACH will pay per billing shall increase by the corresponding amount of the postage increase only. Vision Forms shall notify LONG BEACH at least one month in advance of any postage increase and shall detail the amount of the increase and its effective date. Also, should paper prices increase beyond the point that Vision Forms can absorb, we will notify LONG BEACH about any necessary adjustments.





## WSCA/NASPO FMV Lease Option C Agreement

Account # 10

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Agreement Number

## Your Business Information

CITY OF LONG BEACH

Full Legal Name of Customer

DBA Name of Customer

Tax ID # (FEIN/TIN)

PO BOX 310

LONG BEACH

WA

98631-0310

Billing Address: Street

City

State

Zip+4

21853482863

Billing Contact Name

Billing Contact Phone #

Billing CAN #

115 BOLSTAD AVE W

LONG BEACH

WA

98631

Installation Address (If different from billing address): Street

City

State

Zip+4

53695490200

Installation Contact Name

Installation Contact Phone #

Installation CAN #

Fiscal Period (from - to)

Customer PO #

Delivery CAN #

## Your Business Needs

Qty Business Solution Description

Mail Stream Solution - 2

1 OfficeRight DI200 (3) Station w/ Training &amp; Installation

Check items to be included in customer's payment

☒ Equipment Maintenance(Included with your payments for the initial term)

Provides service coverage including certain parts and labor

☐ Software Maintenance (1st year included)

Provides revision updates and technical assistance

☐ Soft-Guard® Subscription (Included with your meter rental)

Provides postal and carrier updates

☐ IntelliLink® Subscription/Meter Rental

Provides simplified billing and includes ( ) resets per year

( ) Confirmation Services

Electronic access to postal confirmation service.  
Receive an invoice for postage, consolidated billing,  
and enhanced management reporting information.

( ) Purchase Power®

What we have now

## Your Payment Plan

Number Of Months	Monthly Amount *
First 60	\$132.21

(\*Does not include any applicable taxes)

( ) Required advance check of \$( ) received

Tax Exempt#

State Tax (If applicable)

( ) Tax Exempt Certificate Attached

( ) Tax Exempt Certificate Not Required

## Your Signature Below

By signing below, you agree to be bound by this FMV Lease Option C Agreement (this "Lease"). This Lease is made and entered into pursuant to your State's/Entity's Participating Addendum, which is made in connection with the WSCA/NASPO Contract # ADSP011-00000411-7 ("Agreements"), all of which are available at [www.pb.com/states](http://www.pb.com/states). The terms and conditions of the Agreements govern this transaction, and in the event of any inconsistency with this Lease, the Agreements will supersede this Lease. This Lease will be binding on PBGFS only after PBGFS has completed its credit and documentation approval process and an authorized PBGFS employee signs below.

#02713

Customer Signature

Date

State's/Entity's Participating Addendum #

Print Name

Title

Email Address

## Sales Information

Daniel McLeggon

473

Account Rep Name

District Office

PBGFS Acceptance

Equipment Vendor: Pitney Bowes Inc. for Sales and Service call 1-800-322-8000

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Page 1

See [www.pb.com/states](http://www.pb.com/states) for additional terms and conditions

WSCA / NASPO FMV Lease Option C Agreement (Version 3/13)

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## WSCA/NASPO FMV Lease Option C Agreement

Account # 10

Agreement Number

## Your Business Information

## CITY OF LONG BEACH

Full Legal Name of Customer	DBA Name of Customer	Tax ID # (FEIN/TIN)
PO BOX 310	LONG BEACH	WA 98631-0310
Billing Address: Street	City	State Zip+4
		21853482863
Billing Contact Name	Billing Contact Phone #	Billing CAN #
115 BOLSTAD AVE W	LONG BEACH	WA 98631
Installation Address (If different from billing address): Street	City	State Zip+4
		53695490200
Installation Contact Name	Installation Contact Phone #	Installation CAN #
Fiscal Period (from - to)	Customer PO #	Delivery CAN #

## Your Business Needs

Qty	Business Solution Description	
1	Mail Stream Solution - 1	
1	DM300C Digital Meter System	
1	IntelliLink Interface / PSD for DM300C/ DM400C/DM450C w/PP (	
1	Basic Accounting (50 Accounts)	
1	2 lb Integrated Weighing	
1	Integrated Weighing Platform	
1	pbSmartPostage Free	
1	IntelliLink Subscription	

Check items to be included in customer's payment

☒ Equipment Maintenance(Included with your payments for the initial term)  
Provides service coverage including certain parts and labor

☐ Software Maintenance (1st year included)  
Provides revision updates and technical assistance

☒ Soft-Guard® Subscription (Included with your meter rental)  
Provides postal and carrier updates

☒ IntelliLink® Subscription/Meter Rental  
Provides simplified billing and includes ( ) resets per year

( ) Confirmation Services  
Electronic access to postal confirmation service

(X) Purchase Power®  
Receive an invoice for postage, consolidated billing, and enhanced management reporting information.

what we have now

## Your Payment Plan

Number Of Months	Monthly Amount *
First 60	\$94.57

(\*)Does not include any applicable taxes

( ) Required advance check of \$( ) received  
Tax Exempt# State Tax (If applicable)  
( ) Tax Exempt Certificate Attached  
( ) Tax Exempt Certificate Not Required

## Your Signature Below

By signing below, you agree to be bound by this FMV Lease Option C Agreement (this "Lease"). This Lease is made and entered into pursuant to your State's/Entity's Participating Addendum, which is made in connection with the WSCA/NASPO Contract # ADSP011-00000411-7 ("Agreements"), all of which are available at [www.pb.com/states](http://www.pb.com/states). The terms and conditions of the Agreements govern this transaction, and in the event of any inconsistency with this Lease, the Agreements will supersede this Lease. This Lease will be binding on PBGFS only after PBGFS has completed its credit and documentation approval process and an authorized PBGFS employee signs below.

#02713

Customer Signature	Date	State's/Entity's Participating Addendum #
Print Name	Title	Email Address

## Sales Information

Daniel McLeggon	473	
Account Rep Name	District Office	PBGFS Acceptance
Equipment Vendor: Pitney Bowes Inc. for Sales and Service call 1-800-322-8000		





## WSCA/NASPO FMV Lease Option C Agreement

Account # 10

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Agreement Number

## Your Business Information

CITY OF LONG BEACH

Full Legal Name of Customer	DBA Name of Customer	Tax ID # (FEIN/TIN)
PO BOX 310	LONG BEACH	WA 98631-0310
Billing Address: Street	City	State Zip+4
		21853482863
Billing Contact Name	Billing Contact Phone #	Billing CAN #
115 BOLSTAD AVE W	LONG BEACH	WA 98631
Installation Address (If different from billing address): Street	City	State Zip+4
		53695490200
Installation Contact Name	Installation Contact Phone #	Installation CAN #

Fiscal Period (from - to)

Customer PO #

Delivery CAN #

## Your Business Needs

Qty	Business Solution Description
1	Mail Stream Solution - 3
1	Relay 2000 Inserting System
1	Relay Localization Kit - US

Better insert  
Folder than  
what we have  
now

## Check items to be included in customer's payment

- ☒ **Equipment Maintenance**(Included with your payments for the initial term)  
*Provides service coverage including certain parts and labor*
- ☐ **Software Maintenance (1st year included)**  
*Provides revision updates and technical assistance*
- ☐ **Soft-Guard® Subscription** (Included with your meter rental)  
*Provides postal and carrier updates*
- ☐ **IntelliLink® Subscription/Meter Rental**  
*Provides simplified billing and includes ( ) resets per year*
- ( ) Confirmation Services      Electronic access to postal confirmation service.  
( ) Purchase Power®      Receive an invoice for postage, consolidated billing, and enhanced management reporting information.

## Your Payment Plan

Number Of Months	Monthly Amount *
First 60	\$279.22

(\*Does not include any applicable taxes)

- ( ) Required advance check of \$( ) received  
Tax Exempt#      State Tax (If applicable)
- ( ) Tax Exempt Certificate Attached
- ( ) Tax Exempt Certificate Not Required

## Your Signature Below

By signing below, you agree to be bound by this FMV Lease Option C Agreement (this "Lease"). This Lease is made and entered into pursuant to your State's/Entity's Participating Addendum, which is made in connection with the WSCA/NASPO Contract # ADSP011-00000411-7 ("Agreements"), all of which are available at [www.pb.com/states](http://www.pb.com/states). The terms and conditions of the Agreements govern this transaction, and in the event of any inconsistency with this Lease, the Agreements will supersede this Lease. This Lease will be binding on PBGFS only after PBGFS has completed its credit and documentation approval process and an authorized PBGFS employee signs below.

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Customer Signature	Date	State's/Entity's Participating Addendum #
Print Name	Title	Email Address

## Sales Information

Daniel McLeggon	473	
Account Rep Name	District Office	PBGFS Acceptance

Equipment Vendor: Pitney Bowes Inc. for Sales and Service call 1-800-322-8000

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Page 1

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WSCA / NASPO FMV Lease Option C Agreement (Version 3/13)

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Relay™ 2000 inserter

# Get your monthly bills out without spending all month doing it

You have better things to do than put mail together by hand

It's a thankless task, but sending out monthly invoices is what keeps your business going. So it's critical to get the right invoices to the right customers the first time, every time. And while doing it by hand assures you of accuracy,

that time could be put to much better use. The Relay 2000 inserter automates your monthly mail. You get the speed of machine-processed mail that's even more accurate than putting it together piece by piece.



For more information, visit us online: [pitneybowes.com/us/relayinserters](http://pitneybowes.com/us/relayinserters)



## Big-time inserter technology for businesses of every size

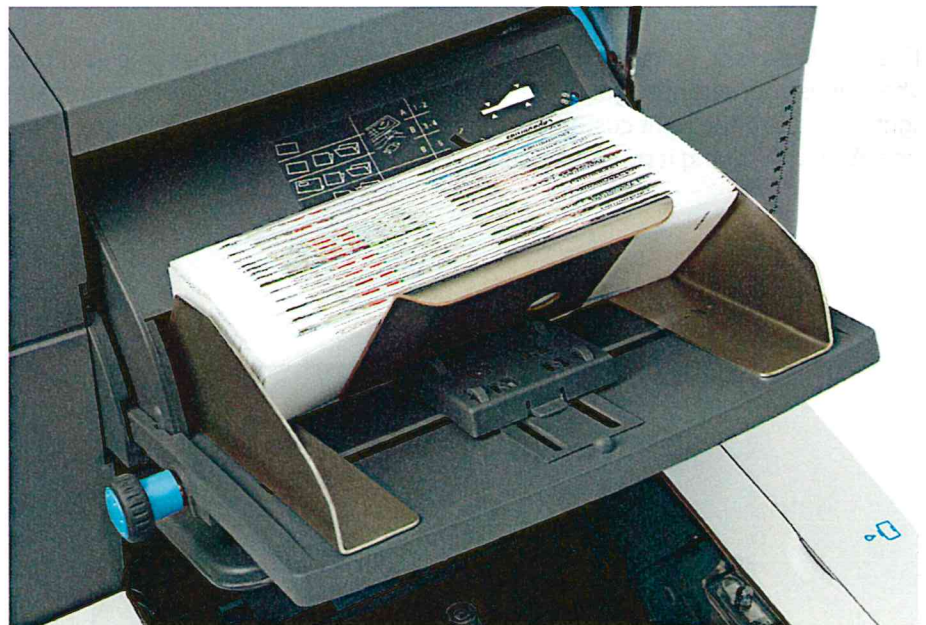
Whether you send out a few hundred pieces or a few thousand, your monthly mail is huge to your business. The Relay 2000 inserter offers a proven, easy-to-use platform that delivers fast, accurate and affordable mail assembly. So you can get back to running your business.

### Trade manual labor for high technology

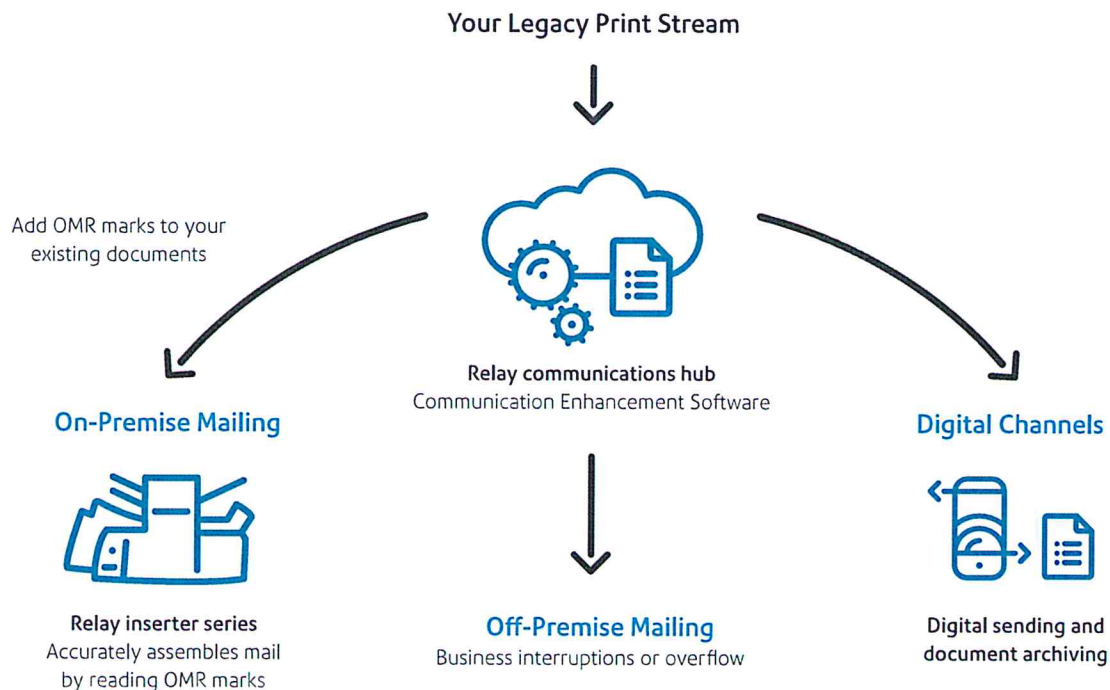
For the first time, the Relay 2000 inserter allows businesses with small mail programs to take advantage of Optical Mark Recognition (OMR) technology. Previously available only in larger, more expensive inserters, OMR lets you process mail with far greater accuracy, without sacrificing speed. It also means you can easily manage variable page mailings without the need to sort page counts by hand.

### You don't have to be a pro to get it right

Perhaps the biggest advantage of the Relay 2000 inserter is how easy it is to use. Even if you're not technically inclined, you can be up and running in no time. So your monthly mail gets out quickly and easily with the kind of accuracy you can stake your business on. Month after month.



# Relay™ multi-channel communications suite



## Protecting private customer data is easier than you think

When it comes to your customers' personal information, "good enough" is never good enough. Fortunately, adding the security of OMR marks to documents is simple with

the Relay communications hub. Using existing print streams, this web-based software allows you to add OMR marks without redesigning your documents.

## Keep your mail moving without the worry

By working together, the Relay 2000 inserter and the Relay communications hub provide you with best-in-class data privacy and workflow safeguards. In the event of an unexpected business interruption

or production capacity overflow, the Relay communications hub dynamically moves your work offsite so your mail doesn't stop.



## The features of the Relay 2000 inserter

Feature	Relay 2000 inserter
Throughput	2,500 per hour
Monthly Capacity	10,000
Fold Options	C, Z, Half, Double
Sheet Feeder Paper Sizes	5"x 5" to 9"x16"
Inserter Feed Media Sizes	3 1/5" x 5" to 6" x 9"
Envelope Sizes	3 1/2" x 8 2/3" to 6 3/8" x 9 1/2"
Standard Sheet Feeder Capacity	325 Sheets
Inserter Feeder Capacity	100 Inserts
Envelope Capacity	100 Envelopes
Number of Feeders	2 (1 Sheet and 1 insert)

For more information, call Pitney Bowes at 1 800 322 8000 or visit us online:  
[pitneybowes.com/us/relayinserters](http://pitneybowes.com/us/relayinserters)



World Headquarters  
3001 Summer Street  
Stamford, CT 06905



Innovation

## Mail Processing Solution

City of Long Beach

Philip Baldwin

Government Account Executive

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Neopost Northwest

Issued:  
3/31/16

Valid until:  
4/30/16

### Statement of Confidentiality

This proposal and supporting materials contain confidential and proprietary business information of Neopost USA. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.



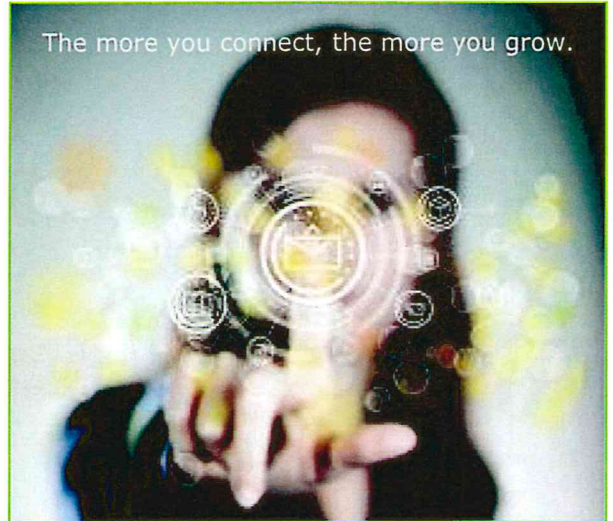
Neopost solutions enable companies to expertly **send** and **receive** digital documents, physical mail and packages, allowing them to **connect** better with their customers.

Founded in 1924, Neopost has grown to become a global leader in mailing solutions, and a major player in digital communications and shipping solutions.

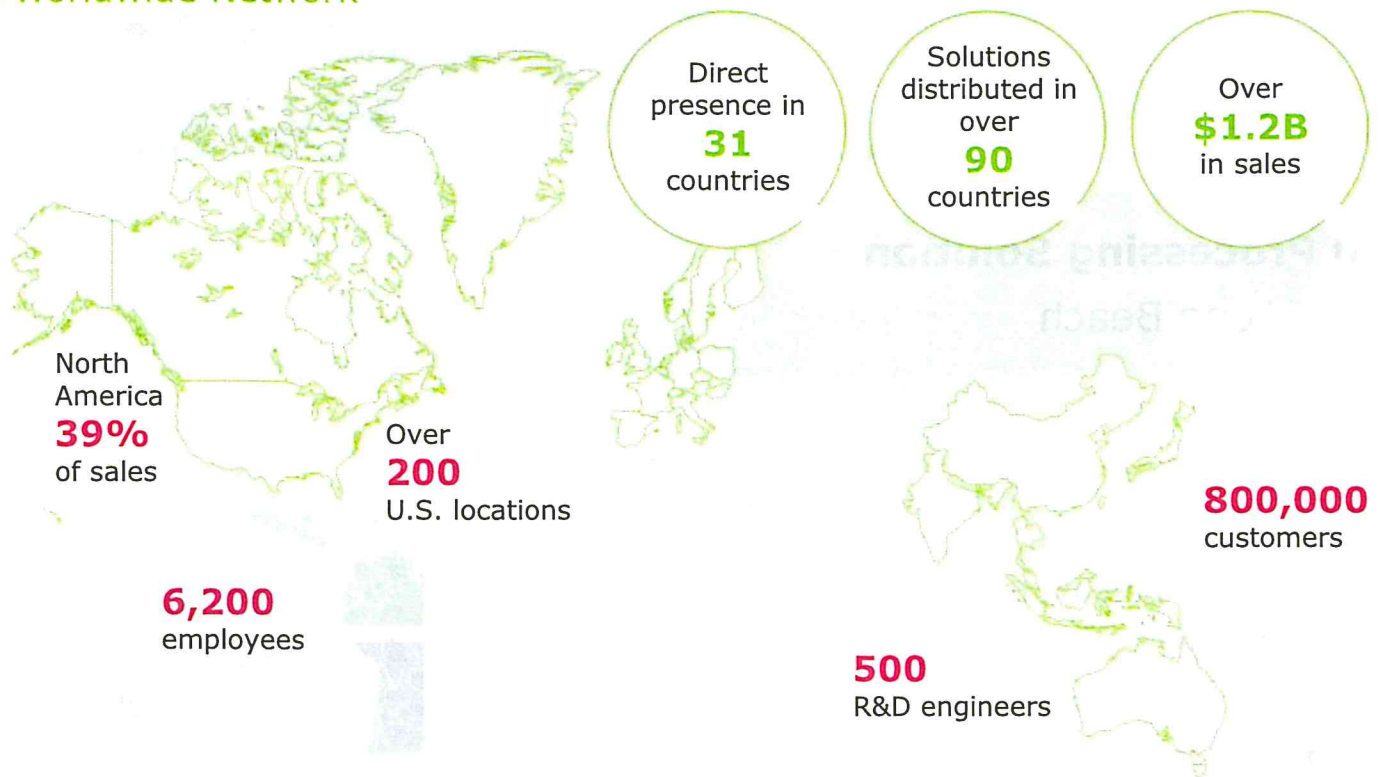
Neopost provides a wide range of hardware, software and services tailored to organizations of all sizes.

We believe that people are the key to business success. Our decentralized operational philosophy fosters local customer relationships based on accessibility, responsiveness and trust.

The more you connect, the more you grow.



## A Worldwide Network



Global Footprint With a Strong Local Presence



Mailing



Digital



Shipping



Neopost provides organizations of all sizes and industries with a wide range of hardware, software and services that optimize the exchange of print, parcel and digital media. From data to delivery, via truck plane or internet, whether electronic or paper, arriving in an envelope, box or inbox, Neopost has solutions for your business. **Send. Receive. Connect.**



### Data Quality

Manage customer information to make it more accurate and actionable. Eliminate costly undeliverable mail.



### Output Management

Create dynamic, personalized documents that are optimized for print-to-mail or electronic delivery.



### Document Production

Produce low-cost, high-resolution color documents at high speeds. Extend your in-house printing capabilities.



### Mail Addressing

Print addresses onto thousands of envelopes or postcards per hour. Create stand-out direct mail pieces.



### Mail Assembly

Eliminate expensive manual labor by automating paper folding, envelope stuffing and wafer seal application.



### Mail Processing

Meter mail and track postage spending with a system that matches your volume and reporting requirements.



### Parcel Processing

Ship any volume through multiple carriers, increase parcel processing efficiency and reduce shipping costs.



### Mail & Package Receiving

Open a whole day's mail in minutes. Track the arrival, movement and delivery of packages at your facility.



### Furniture & Supplies

Improve workflows with mail center furniture. Keep your systems running smoothly with genuine Neopost supplies.





## IN-600 HF

Mailing System

### Product Overview



- Internet-connected iMeter™ postage meter provides access to a suite of powerful Apps
- Ergonomic, space-saving design that supports weighing platforms up to 70 lbs.
- Intuitive control panel with extra large display provides true walk-up-and-use simplicity
- Powerfeed™ achieves fast batch processing and delivers that extra force when needed
- Automatic secure sealing and a built in postage label dispenser enhance productivity
- Exclusive Postal Rate Wizard offers guided selection across 140 USPS® rates and services

### Additional Features

Quiet inkjet printing w/low ink email alerts

Processing speed up to 75 letters/min.

Envelope thickness up to 1/2"

Auto-downloaded postal rate updates

6 Rate shortcut keys & 9 job/imprint memories

9 Standard and 1 customizable ad slogans

10 customizable text messages

Automatic mail class inscriptions

Date received printing for incoming mail

35-department account tracking (expandable)

PIN-protected access

MyNeopost account w/postage usage reporting

NeoFunds® bill-for-postage service

### System Dimensions

Mailing System with tray (Length x Depth x Height)	33" x 15" x 12"
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Weight	26 lbs.
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### Environmental Commitment

The IN-600 carries Neopost's Eco Label. The Eco label signifies the implementation of green strategies surrounding raw materials, packaging and energy consumption to reduce or eliminate impact on the environment.



The IN-600 is compliant with environmental regulations and Energy Star.



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neopostNW.com



## DS-35

Document Folder/Inserter

### Product Overview



- Intuitive full-color touchscreen with simple wizard-based setup and 15 job presets
- Ultra-compact, quiet and modern design that fits in any office environment
- Folds multiple documents, adds a BRE and inserts the package into a #10 or 6" x 9.5" envelope
- Operational efficiency that's ten times faster than by hand
- Secure'n Feed® double document detection ensures accurate envelope contents
- Using daily mail mode, just walk up and drop in a document set to get a ready-to-mail envelope

### Additional Features

Processing speed up to 1,350 envelopes/hr.

2 sheet feeders and 1 insert/BRE feeder

Automatic thickness adjusting feeders

Cascade feeding (feeder linking)

Tip-to-tip envelope sealing

Standard document sizes: Letter, legal

Document feeder capacity: 100 sheets

Insert feeder capacity: 100 BREs

Envelope feeder capacity: 100

Fold types: Letter, single, double parallel

Folding capacity: 3 sheets tri-folded, 5 sheets single folded, 2 sheets double parallel folded

Resettable counter

### System Dimensions

Measurements (Length x Depth x Height)	26" x 17" x 22"
Weight	81 lbs.



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neopostNW.com





## SOLUTION SUMMARY

City of Long Beach

**Neopost IN600HF** Digital mailing system including 5 pound capacity weight platform

**Neopost DS35** folder / inserter

## LEASE PRICING

Valid until:  
4/30/16

Lease Term (months)	60
Monthly Amount	\$ 196.28

## COMMENTS

Amounts include Meter rental, USPS Rate updates, maintenance agreement, delivery, installation, training.

Lease is invoiced quarterly, amounts do not include tax.

**WA State Contract #03415**



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Neopost takes corporate citizenship seriously. We are firmly committed to our planet and have ISO 14001 environmental management system certification. Neopost's environmental policy focuses on two main areas: the effect of our activities on the environment and the carbon footprint of our products and services.

**Ecodesign.** The ecodesign of Neopost equipment aims to minimize environmental impacts throughout the entire product life cycle. This green design policy sets environmentally-friendly specifications for raw materials and manufacturing processes as well as machine weight, packaging, distribution, energy efficiency and recyclability.

Our entire range of mailing systems is Energy Star Certified. Sleep mode enables our newest machines to consume as much as 50% less energy.

We develop our products to ensure a minimum recyclability rate of 75%. We also collect and recycle the ink cartridges used by Neopost postage meters and inkjet printers.

Neopost remote diagnostics technology reduces travel required for technical support. We also use fuel-efficient vehicles and intelligent route planning to reduce CO<sub>2</sub> emissions.



The Neopost ecolabel promotes the environmental performance and energy efficiency of our equipment.

**Remanufacturing.** Machine return flows have been redesigned and production lines adapted to support a robust remanufacturing program.

Today, Neopost manufactures as-new machines using components retrieved from end-of-contract equipment. These remanufactured systems offer the same functions, services, quality and reliability standards as new equipment.

Remanufacturing reduces the impact of our processes on the environment by up to 40%.







**Our Sales Approach.** At Neopost, we take the time to fully assess your workflows before making recommendations, propose cost-effective solutions that match your business requirements and accurately represent our capabilities.

**Implementation.** You're in control – delivery, installation and training are scheduled on your timeline. Neopost professional installers are knowledgeable, skilled and efficient. Your staff will receive hands-on equipment training at your site or instruction via web conference for select software products.

**Product Performance.** Neopost dedicates between 4% and 5% of its revenue to research and development. At every level, our systems are designed to be simple to use, economical to operate and dependable for years.

**Nationwide Support.** When contacting our Customer Excellence Center in Texas, you'll never be transferred outside the U.S. for any reason. On average, customer calls are answered in under two minutes, and over 80% of reported issues are resolved while you're still on the phone with us.

**Local Customer Care.** There are over two hundred Neopost offices across the country. Neopost account representatives in your community are easily accessible by phone, email or in person. Our decentralized, closer-to-the-customer business philosophy empowers local management to make quick decisions when responding to customer concerns.

**Technical Service.** Neopost has the industry's best customer-to-field technician ratio. Average call-back time is under one hour. We arrive on-site in less than four hours for 90% of all service requests. Nine out of ten customers are up and running again after our first visit.



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**Neopost DS-35**



**Pitney Bowes DI200**

Up to 5,000	Recommended Monthly Volume	Up to 4,000
1,350/hour (1,200/hr. w/2 sheets & 1 insert)	Max. Speed	900/hour (350/hr. w/2 sheets & 1 insert)
100	Envelope Hopper Capacity	60
100	Sheet Feeder Capacity	80
100	Insert Feeder Capacity (# of Reply Envelopes)	60
Letter or Legal 18 – 30 lb. paper weight	Document Specifications	Letter or Legal 20 – 24 lb. paper weight
Clam shell design w/1-button access to all paper paths	Accessibility	Multiple access areas for clearing paper jams
#10 and 6"x9.5"	Envelope Sizes	#10 Only
Tri-fold, half-fold, no fold, double parallel fold	Supported Fold Types	Tri-fold & double parallel fold
Yes	Feeding Linking	No
Hand feed up to 5 sheets	Daily Mail	Hand feed up to 3 sheets
Color touch screen with graphical wizard-driven menus	User Interface	Text-only, 2-line monochrome LCD w/9 buttons
Up to 15	Jobs Memories	None
Up to 100 filled envelopes	Catch Tray	Up to 40 filled envelopes
Yes, optional	Mailing Machine Interface	No
Reliable electro-mechanical detection	Double Document Control	Fallible light-based detection
Solid construction/81 lbs.	Durability/Weight	Primarily plastic construction/38 lbs.







Neopost IN-600

vs.



Pitney Bowes DM300

## Key Advantages of Neopost System



### Efficiency & Ease of Use

- The Neopost IN-600 is equipped with a true semi-automatic feeder. Press "Start" and the IN-600's feed rollers start to spin, pulling each envelope out of your hand and through the system. With its Power Feed technology, the IN-600 can process mail as quickly as you can feed it. The DM300's practical speed is limited by its letter-activated mail feeder. The feed rollers start and stop for each piece of mail, causing pauses that delay processing.
- The DM300 Series envelope moistener requires users to manually maneuver the envelope flap under the sealing brush as each mail piece is fed into the machine. The IN-600 mail feeder design automatically guides the envelope flap under the sealing brush with no operator intervention required – sealing is automatic.
- IN-600's differential weighing option is enhanced with Smart Start functionality. In differential mode, removing one of many mail pieces placed on the weighing platform automatically sets the correct postage *and* activates the mail feeder or prints a postage label. Mixed weight mail can be rapidly weighed and metered with absolutely no keystrokes involved (per-piece processing time as low as 4 seconds).
- IN-600's larger display and shortcut keys make menu navigation fast and easy.

### Operational Costs

- Printing the next-generation IBI-Lite meter stamp, IN-600's ink cartridge yield is almost double that of the DM300. The IN-600 offers lower ink costs and less cartridge waste. The system will even send you an email when you're running low on ink.
- Postage labels for the IN-600 are much less expensive, creating serious savings even for moderate tape printing.
- The DM300 requires a separate print head in addition to the ink cartridge. The IN-600 ink cartridge has the print heads built in, and it's the only ink consumable item you'll ever have to replace.

### Versatility

- The IN-600 can handle thicker mail pieces, saving time and reducing postage label consumption.
- While the DM300 is not upgradeable, the IN-600 is a modular system. An increase in mail volume can be easily accommodated by adding an automatic mail feeder.

### Specifications

#### Neopost IN-600

#### Pitney Bowes DM300

75 letters/min. (sealed or unsealed envelopes)

**Speed**

65 letters/min. (pre-sealed envelopes)

Up to 16,000 imprints

**Ink Cartridge Yield**

Up to 8,800 imprints

Up to 1/2"

**Mail Thickness**

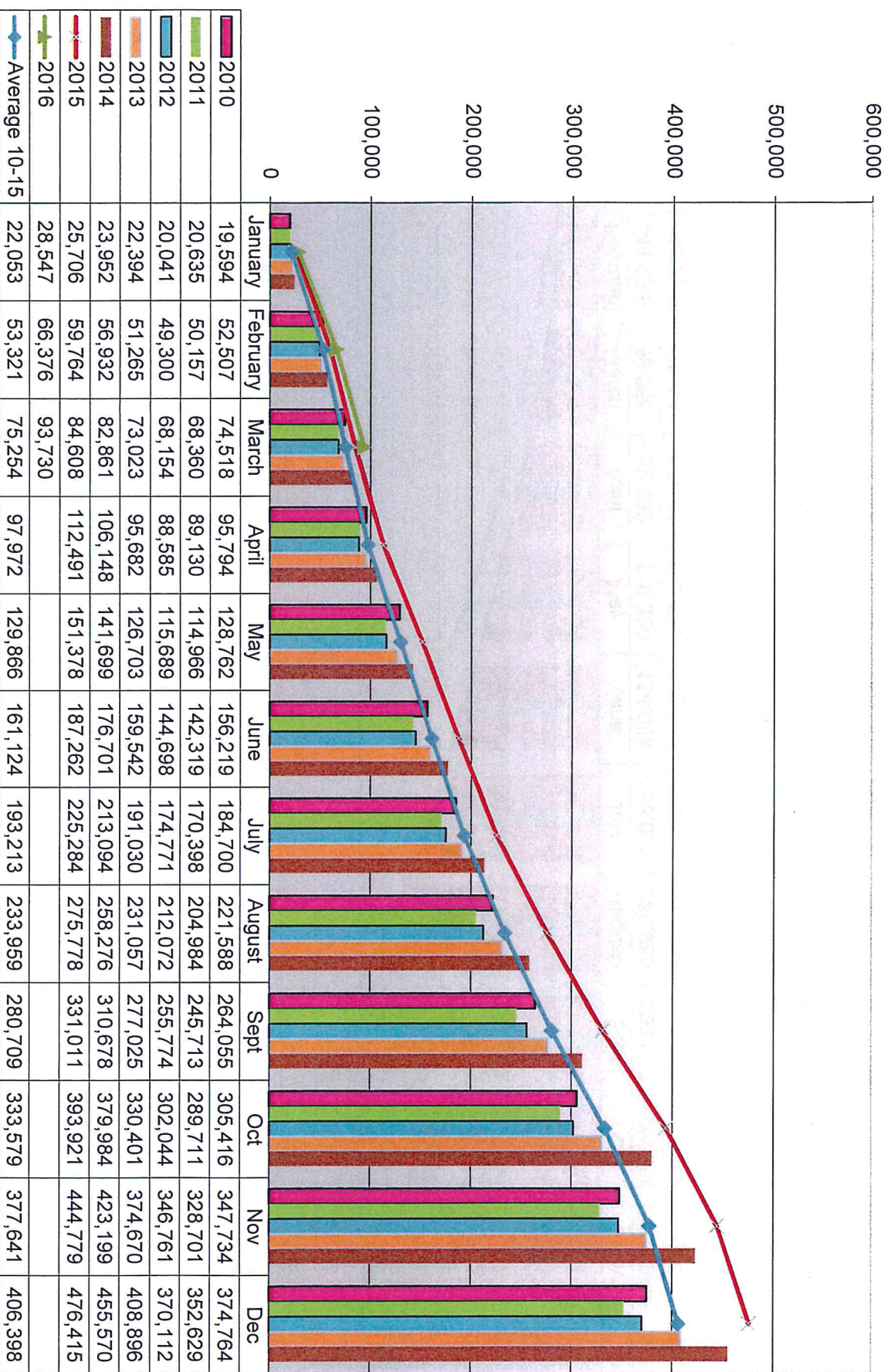
Up to 3/8"



TAB — F

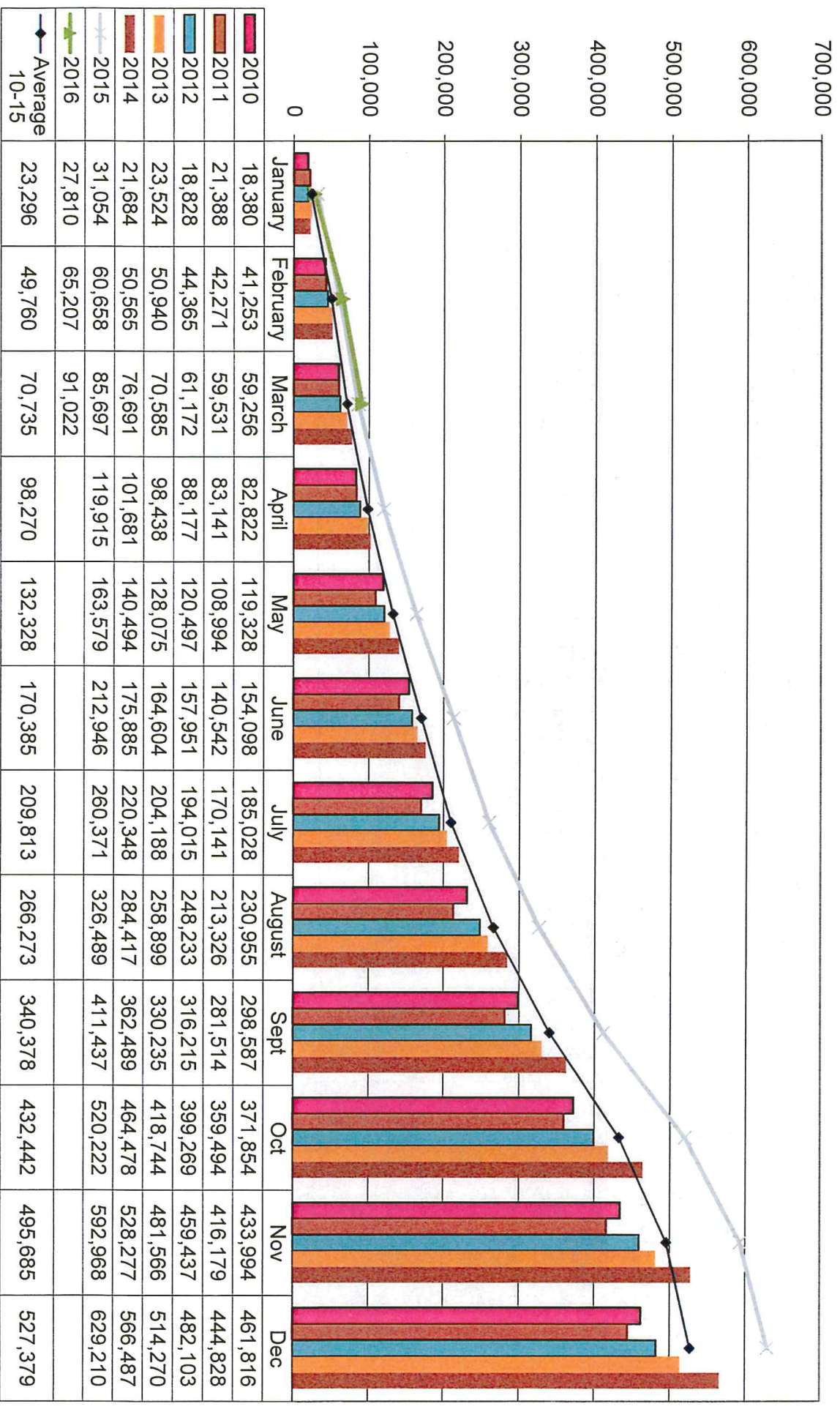


## Sales Tax Collections





## Lodging Tax Collections



## **After Action Report for 2016**

### **Travel Exchange 2016 – Atlanta, Georgia**

**January 30<sup>th</sup>, 2016 – February 5<sup>th</sup>, 2016**

Travel day was January 30<sup>th</sup>, from Portland, Oregon to Atlanta Georgia. Flew all day and arrived late afternoon early evening. Shuttle to the airport and getting settled. Dinner first night with Tour Operator and Tourism Partner from Oregon.

February 1<sup>st</sup>, 2016 – arrive at the Convention Center, picked up registration, networking, and Familiarization Tour of Atlanta with Tourism Partners from all over. Networking was done with Operators during the tour. Afternoon Session was classes and more networking opportunities.

1500 participants at NTA – 33 countries represented, 55 1<sup>st</sup> time operators, 322 Operators, 300 first timers.

Go after Norwegian as Astoria is a point of call. Trolley/ Sales Tax/ Shore Excursions

For every 10 visitors that come into the United States 1 job is created. Tourism Tidbit from Convention!

NTA Board will now have DMO & Supplier representation.

If Folks are doing a movie themed tour have them watch the movie on the way to their destination. Example, The Guardian = Maritime Trade, USCG Military History, etc.

Shared a room with Melody Johnson and was able to save funding for marketing.

### **Jason Dorsey – Tips for how to work with Millennials**

How simple can you make it so it just works?

Simplicity of message:

Contact us = Won't fill out message or won't fill out more than 4 items.

- ✓ Name: First, Last
- ✓ Email
- ✓ Phone number

How can we help?

"As unique as you are" Highest closing phrase

Unique, Special, one of a kind!

Video – Bullet points = Visual People

Email: Millennials only read the subject line.

DON USE BIG words in an email.

LinkedIn = Photo personal

Own "your" Name

[jrd@jasondorsev.com](mailto:jrd@jasondorsev.com)

80 Million in the world: Most consistent generation due to communication (tech)

So diverse don't see it until it is absent

Millennials are culturally diverse; they don't see it.

Millennials – Experiences, not stuff. Like to travel, don't want to stay in just a 1 tier city.

2017 Millennials outspend baby boomers = events, experiences, travel.

We are loyal millennials they are sampling #1 group to connect to friends, parents, etc.

#1 Millennials often feel entitled. Need instant gratification, trend shapes.

SCO = ROI

Delayed Adulthood for Millennials:

Older, College Graduate, job, married, kids, average age 30.

Perception = tech savvy

Not tech savvy = Tech dependent

Don't know how it works, just know that they need it.

Gen X is tech savvy as we were there when it started.



## **Appointment Review & Follow-ups from TREX2016 Travel Exchange 2016**

Met with and met new contact for **AAA Sojourns** – Arlene Samonte from California. They are interested in new product from the Pacific Northwest. Followed up with a couple of PNW sample itineraries to include PDX & SEA. She was also at the Washington State dinner we hosted for Tour Operators interested in Washington State. Add 2 days for BC to San Fran tour. Interested in festival and events.

**ACFEA Tour Consultants** – Been working with Ken Olson for several years on bringing a performing arts group to the area. We are working on a tour for 2017 with a 100-piece band to perform during the 4<sup>th</sup> of July. We are currently working on the logistics of this tour. Full price is fine for lodging. The number of rooms will be the challenge. Ken has been looking for marching bands for Loyalty Days since 2011. We also sent him several suggestions for events and festivals in our area. He also attended the Washington State dinner.

**America's Hub World Tours** – Portland Oregon Davis Penilton is a new contact for us. We have not had any business with them, but they are out of Portland Oregon and are bringing tours to the PNW. We have discussed having him come and do a site visit of the area to better familiarize himself with our product. Sent him an email with several PNW suggested itineraries. He also has Portland Step On Guide Service. Carriage Museum and the Kite Museum were popular with him.

**Columbia Crossroads** was a great lead this year. It has been hard to work with Cynthia Billette since she has brought a group to us in the past, but does not use our services. She feels that we are doing her work for her. She is a high demanding operator that needs full attention. She is interested in Oyster harvest, shucking, culinary and cheese. She is bringing a group to the area 24 September – 30 September and will have a passenger count of 45. She also gave us the lead on the Spotlight on the Northwest 2018 RFP to be a host location. We are also looking at attending the 2016 event to have a better chance to host the Spotlight in 2018.

Cathy Parrott from **Collette Vacations** has been on the radar for some time. They are currently working on 2017/2018 itineraries to the Pacific Northwest. These folks are coming from the east coast and take a little more effort to get to our side of the US. They are currently coming to WA/OR. We are a second tier city, so we are working on a boarder to boarder itinerary.

**Visit China Tour USA Inc.** is a new company. I am working with Jason Lu on some sample itineraries. They will add them to the website and sell to Asia Students traveling to Washington. Currently we are working on Soft Adventure & Culinary Topics. Fishing, Agritourism, and Events and Festivals. They are excited to see what we can offer.

John Qui is with **China Connection Tours**. We have sent him information on Fishing for the big one, crabbing, Kites, Seattle to PDX, and BC to San Fran tours. They currently are not coming to Washington or Oregon. Future lead. This is a fly/drive family lead, not group tour. They prefer to have their information in Mandarin. We were able to provide them with the sales sheet from last years in Mandarin.

**Edgerton's Travel Services** – Tom and Carolyn are owners and have been doing tours since 1924. They are out of Indiana and are bringing a group to the Pacific Northwest in 2016. July is the timeframe in which they are touring.

**Ed-Ventures Inc.** Mark and Shannon Larson are my contacts for this company. Mark was on the NTA Board of Directors. Family owned business. We have met with them in the past and are working on building them a tour to the PNW. Shannon's in-laws attended the Washington State dinner. They are from Minnesota and know the areas that my family is from. Personal connections work best with this company. We sent them information on the Best of the Pacific Northwest to include 2 days in Long Beach. We are also working on Culinary Education since this company focuses on EDUCATION.

**Falcons Crest Inc.** is Melody Johnson – we met with them to discuss what's new, what I hope she will sell for us, as well as any updates from the website facelift, and rewritten Itineraries, as well as social media leads. This is an on-going partnership. She was also my co-chair and communications person for the WA State NTA Delegation dinner and events.

**Golden Travel Peers** – is a new lead for us. [www.718pm.com](http://www.718pm.com) They focus on the Chinese students coming to study and what places and attractions they should visit while in the state. This lead is going to take some time, as we have to upload all our information to their website for students to review. They are interested in the following information: Lodging, meals, attractions, things to see and do. We manage our own account and it focuses on the individual travelers. This is a FREE to DMO product.

Met with **Globus Brands** – Wendy is interested in BEER. North Jetty Brewery, overnight in Astoria. Currently. Would like to see them stay in Long Beach. Need to follow up on Beach and Brew tour idea. They are currently coming to WA/OR but not to the 2<sup>nd</sup> tier city's yet.

**Holiday Vacations** is a group that is looking into Agritourism in 2016/2017. They are interested in our fishing, culinary (NOT Cranberries as they are from Wisconsin) They already to go Seattle and Portland, we just need to land them in Long Beach. We are working with Samuel (not Amish) and Erin. They were at the Washington State dinner and are looking forward to what we can provide for them. We have sent them several itineraries to look over and present to their buyers.

**The Jaffa Company** is a Seattle based company. WA delegates are not sure what they bring for business as no one ever works with them. Mostly talk. They are heavy into rotary, but none of our lodging properties fit their needs. Wants to do a site visit, but also wants their stuff for free. Moving on.

**Joy Holiday** is an Asian Tour Company from California that focuses on young Asian travelers, High End Luxury, and Soft Adventure. We are trying to sell them Fishing, Culinary, and hands on experiences. They are currently coming to the Pacific Northwest. Harry Chen is the president and Heather Southers is my contact for this company.

**Lassen tours** is another California Company. Bob Terakawa is my contact. Bob also has Sunrise Plaza Transportation of Nevada. This was the first time I have met with Bob, as Patrick Swain was my contact in the beginning.

**Main Street Experience** is very interested in our product. My contact Jennifer Lum Lee has been working on selling our itineraries since we began talking in November 2015. She has requested as much

information as possible from us. They have reviewed the website and have mentioned that several of our tours would fit their needs. Now to LAND A TOUR! The Border to Border and Culinary Tours were sent to her in November. Possible 2017 tours to the PNW, Long Beach Peninsula! Loved the website and social media site.

Jerry Varner is my contact for **Making Memories Tours Company**. He attended the Washington State dinner and loves the PNW. We are hoping to work with him on a tour to the Pacific Northwest by way of Long Beach. They are from Springfield Missouri. We are friends on FACEBOOK and he has liked our page for LBPT. They currently come to Portland/Seattle so we need to make his visit a second tier destination.

**Misha Tours** – On the NTA board this year. San Diego based company. Works with groups 6-10 people. We are working on him. But not sure we are a good fit at the time. He knows where we are and our product.

**NuVu Traveler** – We have been meeting with them for years. Still not landed a tour. They are interested in fishing, culinary, soft adventure, and festivals and events. They work with inbound Chinese travelers and we are currently working on a Lead for Chinese dancers for the Kite Museum in October 2016 or June/October 2017. They are paid to come by the Chinese Consulate and we hope to get them here. We would have them stay at Inn at the Arch which is our Chinese Host property. Myron is working with us to provide tea pots and slippers in their rooms, as this is part of their heritage. I am working on this project with Holli from the Kite Museum. Don Coffee and Xiao Ming are my contacts.

**Paramount Travel** is a BC tour group that also partners with Sun Fun Tours. Shelly with Sun Fun and Yvonna with Paramount are our contacts. They are currently offering an April 2016 and October 2016 Tours to the Long Beach Peninsula. The dollar is down in Canada so they are hoping to get both tours to come. The April tour has low numbers so we will keep working with this lead. Shelly was here in June last year for a site visit and loved it. Adrift hotel was a GO and she loved the view and food at Pickled Fish.

**Pricilla Woman's Tours** – This is the first year we met with them. They focus primarily on Woman traveling in groups. Perfect Girls Get away target group. We will be following up with them. We discussed sending them an itinerary similar to significant living. Border to Border and the Best of the Pacific Northwest. They are interested in the PNW. Currently go to Oregon, but not Washington.

**Star Destinations Inc.** Is a huge company that travels the globe. We have yet to see a tour from them, but have been pitching the second tier location from Seattle to Portland via the PNW. We hope to get a tour from them in 2017. Pam Corderman and Cathy Greteman have been a part of NTA for several years, as chairman or convention organizers.

**Sports Leisure Vacations** is coming in July of 2016. They are bringing a group and have been bringing groups since 2010. Mark Hoffmann is past NTA president. He was also the one who came and gave feedback regarding Long Beach as a package travel destination. He is a fan and I hope to continue working with him. We met with Kevin and Clayton on the sales floor, as friends on Facebook and have liked out LBPT social media sites. They track.

**Significant Living Travel** – Christina and Andrew Knowles are the team that I am working with. They are looking into San Juan tours or a Waterways of Washington style tour. This is totally doable as this is the program that we put together for GO West in 2011 for Tacoma. They are out of Crescent City California

so we are on their side of the US. This is the first time we have met with them. Not sure how much travel they do to Washington, but we are working on this lead currently. They are currently coming to Seattle and Ride the Ducks. See Pacific Northwest & Glacier Tour in notebook. We sent them the best of the PNW & Loyalty Days Festivities. They were guests at the Washington dinner this year.

**Alexander & Roberts** is a tour company that has been in business since 69 years. This is our first year meeting them at convention. They are a small group, private and customized operator. They are looking for us to create an itinerary just for them. We are looking to take a taste of the Pacific Northwest and add to it the best that we have to offer here at the coast. October/November timeframe. They currently are not coming to WA/OR but are interested in expanding in 2017-2018.

**Great Western Tours & Travel Gallery** are companies that Frank Fish work for. We have been trying to land a tour with Frank for a number of years. One of their TOP CITIES is Seattle, so we hope to partner with one of our Seattle delegates and get a group out in 2027. We are currently showcasing our culinary and cultural itineraries with a soft adventure twist. This company is out of Pasadena California. We are also hoping to get a student tour group from this operator as well.

**Sunnyland Tours, Inc.** does bring people to the PNW, they are still exploring the coastal idea. They are from Springfield Missouri and are a driving company. Stephen Brock is the owner and Kimberly Moyna is his business partner and tour operator. They are a Wholesale and Retail Tour Operator. They were at the Washington Dinner. We also spent some time with them in the Delta Jet at the closing event. They currently come to Portland and Seattle. Just need a little more, "warm up" time. They want to come in July/August.

**Tour Trends** is based out of Massachusetts. They are not interested in cranberries. They are interested in lavender and seafood. Loyalty Days, Kite Festival, and Water Music Festival. Ed stirrup and Gail Arndt are our contacts. They were guests at the Washington dinner. He is an older gentleman that gave Amy Spain a hard time about going to a nursing home versus back to the hotel after our event. ☺ They currently don't come to Washington or Oregon but are interested in building some PNW tours. Need to keep them on the radar and partner with a top tier city, Seattle or Portland and be the donut in the middle. Market us as a Mystery Tour and see what we get.

**WestWorld Tours** is a Canadian partner from Regina Saskatwan that is interested in the PNW. They are interested in our Gems and are happy with a Best Western property for lodging. Daphne and Dean are our contacts. They were at the Washington State dinner. They are a full scale operator and are looking to expand into our area. They are not currently offering anything PNW.

**Islands in the sun** is a new tour company for us. They were a guests at the Washington state dinner. We requested an appointment with them, but was unable to connect. We are assisting them with a PNW itinerary as they are interested in the PNW but do not currently come to WA/OR. This company is based out of Stevensville, Maryland.

**Citi Travel** is an Asian based operator. They focus on Vacation tours, Self-Driving Tours, Business and training, School Visiting, themed tours such as festivals. They like the fishing and soft adventure items and are very much into our Culinary itineraries. They also like lighthouses. We have sent them some information to put on their website. We provided them with our sale sheet in Mandarin for their resources. We are working with Inn at the Arch our Chinese Host property.

**Alaska Coach Tours** is new to the Seattle Area. They are currently out of Juneau Alaska. They are primarily a cruise ship company, but they are looking to expand into the PNW market with customized itineraries for their guests. We have connected with our social media links, they are suggesting some of our current itineraries and we look forward to working with them in the future. Cameron is my contact. We hope to get some cruise ship excursions from this as well. They have access to the Port of Astoria via the Cruise ship end. Looking at a 5-day beach trip to include golfing!

**Western Leisure** was a guest at the Washington State dinner. They are a company we have been trying to connect with. Julie Burton Ray is our contact. They are interested in Best Western for lodging, they go to Portland and Seattle. Need to focus on a second tier city. We will be pushing these guys for a 2017 tour. They are interested in out soft adventure, ecotourism, and culinary. They Track!

Shirley Ying is our contact with **US Travelways** out of Hayward California. They have been doing business since 1989. This is the first time that we have met with them. We are looking into a PNW tour, as they currently come to Oregon, but have nothing coming to Seattle. We hope to offer a Mystery Tour or some partnership with a top tier city such as Seattle. Offer a San Francisco to BC or Seattle Trip as they are the SF area leading operator.

**Wells Gray Tours** is a Canadian Partner. They like the area. Have not been here in a couple of years due to the dollar in Canada being so low. Had the opportunity to meet with Stephanie Dilling. Connected on Facebook and am looking to host a group in 2017. This is ongoing business. They Track!

**American Queen Steamboat Company** – We are currently working with them through Cruise Ship leads and they are using our trolley. We met with them to try and get more shore excursions for the peninsula during their time moored at the Port of Astoria. They are currently doing Lewis & Clark River Boat tours on the Columbia and Snake River in the PNW. Susan Elliot is my contact on the boat. Chris and Mike are my contacts on the ground.

Met Brian Whittaker with **Chicagoland Transportation Solutions Inc.** They are currently not coming to the PNW, but was interested in what was available. Brian was at the Washington Dinner and I had the privilege of talking with him and hopefully building a rapport. We connected on Facebook through the LBPT page and look forward to the future! In this industry it's all about RELATIONSHIPS!

**Landmark Tour and Cruises Inc.** Bob Marx and Joy Marx are the contacts for this company. They have been guests in the past for the Washington Dinner but not this year. We did not have an appointment, but I have spoken with them and send the following suggested itineraries. James is my contact and they are currently offering the Best of the Pacific Northwest on their Website.

#### **Legendary Journey's - Attended ABA**

#### **Daytrippers – Attended ABA**

#### **Daytripping – Attended ABA**

Met with **Gate 1**. Jacinthe Roy is my contact and she was a guest at the Washington State dinner. They come to the PNW but they go to Oregon Coast and stay in Newport with Jennifer at Elizabeth Street Inn. We have talked about coming to the Long Beach area and staying 2 nights with us. She is looking to bring a group June through September. This was the first year that we met with this company. I know Jennifer from the lodging property, so I may reach out and see how I can land a tour with Jacinthe!

**Kenley Konnection** is a tour company out of Ohio. They are currently selling our Fishing for the Big one itinerary on their website. We are just waiting for a bite! I have had the pleasure of meeting them several times and we are finally working together. They have attended the Washington State dinner 2 years in a row. They do not take appointment at convention, Open book only.

**Syta – Student Youth Travel Association.** We looked into attending their convention in 2016. We budgeted to attend and is not schedule friendly for us. The convention is in August during kite festival in Orlando. We spoke with them on the convention floor about marketing. They liked our social media links. This is a future partnership. Nothing at this time.

**Seniortours** – This group is interested in the Pacific Northwest. They were a member of our Washington State dinner.

**Creative Tours Florida.** We have met with Michael in the past. He does come to the Pacific Northwest, but have yet to connect with a tour. We are working on the second tier city tour concept. We are not Seattle or Portland so come and explore. They are a fly drive tour company. He was at the Washington dinner this year.

This is a list of the operators that we met with and the things that we discussed at each appointment. We currently have 6 groups scheduled through this program and are always working to book future trips. I have several tentative tours for 2017 as well. We are always working to better our relationships, partner with our larger DMO partners. For example, I am working on a tour with our state Capital in Olympia. Visit Spokane gave us a lead on the AKA Convention for 2018. They don't have enough wind for the group and the group is already familiar with Long Beach and the World Kite Museum. We will be pitching the RFP to the group later this summer. In addition, we were able to get the Spotlight lead from another operator because we were at convention.

We also partnered with Rose Festival and she was selling Long Beach to group in Ohio Omne Tour Company. We have sensed cleaned up her itinerary and are using it to sell Long Beach. It includes us plus time at the Rose Festival in June.

Thank you in advance!

Respectfully Submitted,

Ragan Myers



**2016 March Staff Report**  
**Tourism & Events Department**

**Trolley:**

- Advertising for Trolley Drivers
- Training with Trolley Drivers
- Scheduling drivers to drive trolley
- Scheduling the trolley for groups, festivals, and events
- Took Trolley to Skippanon for Roof Leak repairs
- Pickup up trolley from Skippanon
- Gave information to Drew for Trolley Tour blog
- Hosted 2 groups on the trolley for Ambassador Training
- Marketing the trolley for use in the community.

**Long Beach Package Travel / Cruise Ships:**

- Met with Step-on Guide Gloria Linkey regarding tours for 2016
- Arranged and Marketing 3 hour Lewis & Clark River boat tour for August with Clark County 50+ travel Program Parks & Rec.
- Preparing a Package Travel Program for TOPS = Taking off Pounds Sensibly Spring/Fall 2017
- Preparing a Package Travel Program for Red Hat Society Spring/Fall 2017
- Preparing Request for Proposal (RFP) for American Kite Association 2018 Convention Site Hosting. (West Coast Location)
- Preparing Request for Proposal (RFP) for Spotlight on the Northwest – Tour Operator Site Visit conference 2018 (West Coast Location)
- Booking lodging for groups coming into Long Beach.
- Met and coordinated program for the Franklin Car Club Westtrek coming in June 2016 – 100+ people and 30 Franklin Automobiles
- Submitting ads for Courier, Groups Today and Bus Tour publications as well as updating the website for new tours
- Social media for Long Beach Package Travel. If you haven't LIKED our page, PLEASE DO SO!
- Creating content for Social Media
- Updating information with tour operators looking to book itinerary.



## **Festivals and Events:**

- Attended Oregon Festivals and Events Conference – 3 days in Portland
- Attended Washington Festivals and Events Conference – 3 days in Olympia
- Submitted all JLARC reporting number to the state for review. (required by law for each entity that is awarded lodging tax funds for their specific entity.
- Met with Elks Lodge regarding Easter Event at Veterans Field
- Met with Moose Lodge Liaison regarding entertainment partnership
- Prepared Long Beach Softball Schedule and distributed them into the area
- Logistics for Surf Perch Derby – May 2016
- Logistics for Jake the Alligator Man's Birthday – August 2016
- Logistics for Loyalty Days – May 2016
- Logistics for Relay for Life – June 2016
- Logistics for Long Beach Rodeo Parade – July 2016
- Logistics for Surf N Saddles Jr. Rodeo Parade – August 2016
- Logistics for Beach to Chowder Run – June 2016
- Logistics for Razor Clam Festival – April 2016
- Logistics for Domestic Violence Awareness Run – August 2016
- Logistics for Nami Walk – May 2016
- Booked 16 weeks' worth of Music for the Columbia Pacific Farmers Market

## **Marketing & Meetings:**

- Sent packet to Arizona for Tourism interest.
- Sent packet to Ohio for Tourism interest.
- Sent email to the Washington State Capital gift shop in hopes of getting local product into the gift shop, i.e. postcards from Long Beach, Long Beach Coffee Roasters, Harmony Soap Works, Cranberry Fudge, Cranberry Ice Cream, Lewis & Clark Trail Sand Packets, etc. This was a lead from Councilwoman Hanson.
- Wrote and packaged 125 packets to 125 different dog breed clubs of Washington State.
- Attended Long Beach Merchants Meeting – City Liaison & Department report.
- Attended Long Beach Board meeting – Event Liaison
- Attended Loyalty Days Meeting – Event Liaison
- Attended Surf Perch Derby Meeting – Event Liaison
- Attended Logistics meeting with city and event chair for Razor Clam Festival
- Organized Site Visit for Mayor & Council: Ride the trolley and site visit Inn at the Arch and Best Western after their remodel.
- Organized guest speaker for Long Beach Merchants regarding Alcohol at your Events/Permits/Training
- Partnered with EDC for brochures and county information to share with groups & on the Ambassador Training.

**SummerFest:**

- Social media for SummerFest Long Beach Facebook page – If you haven't LIKED our page PLEASE DO SO!
- Corresponding with potential entertainment
- Corresponding with safety groups for safety weekends
- Corresponding with Musicians for time slots and partnering with other venues to negotiate a price break from groups.
- Booked ZZ Top tribute band and Fleetwood Mac Tribute band for SummerFest.
- Working with our print company to get rack cards ready for SummerFest
- Waiting for the 9,000 Razor Clam inserts to hit the newspaper to see our ad/info in the coupon book. Great FREE Press.
- Updated Road/Parking Closure letter to businesses around 3<sup>rd</sup> street next to the Wagon Loading & Gazebo Park area.

**2016 OFEA Conference AAR**  
**Oregon Festivals & Events Conference**  
**Portland Oregon March 6<sup>th</sup> – 8<sup>th</sup>, 2016**

Gilroy Garlic Festival – 20 Acre Community Park

2 tons of garlic used during the festival in the garlic alley

Share your Garlic Love Story – For the love of Garlic Wedding. #lovegarlic

Garlic Grove – plant it, grow it.

Why Garlic? Why was this festival created? It should be about garlic!

Garlic Contests, Braiding, topping, peeling, eating, etc.

Food Festival – Chefs come out and play with garlic – focus on a garlic dish

Free garlic ice cream soft serve vanilla ice cream with garlic granules added in – free with the price of admission.

STAGE EVENT: Great Garlic cook off, send in recipes, pick the best and that is next year's souvenir cook book

Have amateur cooking competition or kids

Radio station to play – call in best garlic dish from farmers and or producers

Who can the radio station get to the festival? At least 1 headliner \$2,500 the rest of the groups get \$200 - \$400 per group. 45 minute sets 10 – 15 minute breaks.

Examples: BEER, WINE, CHOCOLATE, etc.

Gourmet alley – local chefs prepare 12 signature dishes

During the Gilroy Garlic Festival there are 3 stages – 45 concerts in 3 days

Stages are at each end of the park and 1 in the middle. – Shade pole or canopy to use for cover by the stage.

[www.formstock.com](http://www.formstock.com) – do all vendor apps online. No snail mail and sending out applications.

Vendors: 65 food vendors – panel of 10 jurors just to do the vendors

100 arts and crafts booths

3 beer gardens – Chamber sells the beer for profit – Biggest fundraiser of the year.

1 wine pavilion – Rotary sells the wine pavilion with help from local wineries. Nets \$50,000 a year.

10am – 7pm X 3 days = 100,000 people to the event. Per capita – Not Sure. Guess \$100 per person.

Kids area:

Small Stage

Hands-on activities. Home Depot to come and do small make and take projects.

\$9,000 for 3 days' kid's entertainment.

## **New Boost Refresh Rose Festival**

**Presenter Carol Ross**

Events/Public Image - gives you our brand. No festivals or programs, no visitors. More reason to come.

Question will always be **“What’s New”?**

Rose Festival: Excessive Celebration 2016

### **Goals in conveying brand:**

- Funbeach
- Heads in Beds
- Timeless, Invigorating, Delicious
- Return Visitors

### **SWOT Analysis**

#### **Strengths**

- ✚ Social Media is good
- ✚ Natural Beauty
- ✚ Opportunities
- ✚ Cross Promote – SandSations
- ✚ Cross Promote – Loyalty Days

#### **Weaknesses**

- ✚ Volunteers
- ✚ Not better but need more communication
- ✚ Different era of thinking
- ✚ Threats
- ✚ Budget/Volunteers/lodging
- ✚ Weather

**Super Fans** – Always come to your event. Use for market research volunteers to the event.

Ambassadors for the event. What keeps them coming back?

Getting your logo / Contest annual theme what would you like to see new? Top 3.

Loyalty Days; More floats / Communities = mini floats. Flotilla of mini floats. Rose festival uses lawnmowers and golf carts.

Nice stepping stone for something new.

Fun is Mandatory – Rainbows are optional!

Barbeque, Brew & Boots Theme

**Easy as A, B, C**

- ✚ All American Spirit
- ✚ Bowl & Brew – North Jetty Boots and brew
- ✚ Circus City – Circus in Long Beach.

Beach lovers aren't afraid of a little rain. Come out and play with us!

Director of Marketing & Development

[CarolR@rosefestival.org](mailto:CarolR@rosefestival.org)

[www.rosefestival.org](http://www.rosefestival.org)

## **Jeff Curtis – OFEA Rose Festival**

### **Local, Statewide, Global**

### **Events & Festival Movement**

Festivals and Events: Worldwide Industry. The Long Beach Peninsula is a chapter of the world wide industry.

Special Events are not just special...they are essential.

Example: Rose Festival & Washington State International Kite Festival.

Connection to the memories, people what are the memories of the events in the past.

Events are connecting people to memories. Keeping people coming back.

Credit Union Night – Sales, connecting about a great concept. Clatsop County Fair or Pacific County Fair \_ Bank of Pacific Night example.

Non-profit – Smart Rose Festival charity of the year.

Nuts! Herb – National Best Seller SW Airlines

Small events are where it's at. GRASSROOTS effort!

"It takes a world class community to achieve worldwide recognition." Add campaign

Experience = Priceless

Live, GO, Connect

What if there were no events?

What Kind of loss would that be? Traditions, experiences, connections

Not the who, what but the why, where?

Spend more time on the "WHY" of your event. Tell the story = our movement.

Events come and go, but our movements are the events that are essential to who we are. Long Beach Peninsula!



**Jon Stone – WFEA President**

**CEA Partners**

**Produces Festivals and Events for consulting firm in Seattle, WA.**

**Our Changing Playing Fields – Strategic Planning**

\*\*\*Strategy Defined: Positioning for future competitive advantage.

Positioning – domain details

Future = Vision Outcomes of success

Competitive advantage = Mission, the essence of strategy.

\*\*\*Positioning for future competitive advantage

- ↓ Envisions the future state
- ↓ Describes WHERE we are going
- ↓ NOT Tactics, not HOW
- ↓ Big Bets; What can be gained/What can be lost.
- ↓ You can be wrong!

**Value Proposition 101:**

\*Ground level view

Who are our target customers?

What do they need?

What is our distinguishing proposition to them?

Families = Beach Experience 3, 3, Sleep experience

Why my beach, why not cannon beach or seaside?

**Industry Structure 101:**

\*10K of view

You are the center player

Who are the other players? OP Chamber, LBMA, IMA, VB

Who are the substitute Values?

## **Context Map 101:**

\*30K Ft View

Macro trends that effect all of us globally.

Political & Economic Climate

Technology & Social Factors – Social Media Peer reviews

Uncertainties – Weather, fuel prices, terrorism

Attendees are our critics!

### **Specially Versus Commodity**

#### Specialty

- ✚ Market perceives clear superiority
- ✚ Strong Margin
- ✚ String Profit
- ✚ Allows exclusivity with client

#### Commodity

- ✚ Little differentiation in customer's eyes/minds/hearts
- ✚ Basis for wide range of products
- ✚ Sales results from low price
- ✚ Weak margin/ profit
- ✚ Substitutes beliefs

### **Niche versus Mass Markets**

#### Niche

- ✚ Sells to small segments of larger market
- ✚ Less Competition
- ✚ Clear Focus
- ✚ Always accumulating specialist skills or knowledge
- ✚ Higher Margins

#### Mass

- ✚ Customer needs and wants more generic
- ✚ Higher production output and capacity
- ✚ Success usually associated

**SEE HANDOUT WITH THIS PAGE**

## **Confessions of a Serial Sponsor**

### **Partnerships or Sponsorships**

#### **"BEST" VS "GOOD"**

##### **\*\*Joe – Toyota Dealership**

- ↓ Lums Auto
- ↓ Vince Williams Suzuki
- ↓ Astoria Ford
- ↓ Columbia Crest Auto

Ask yourself: Will my event be a benefit to the business? Yes, WHY?

Face to face is better

Be Nice – Be yourself!

Long term investment – not just during the event but all year long.

How long are you marketing that sponsor?

Who are the other sponsors?

What is the reputation of your event?

Clear, concise message - all the information up front!

##### **\*\*Carrie – Red Canoe Credit Union.**

Member owned not for profit. Online application & guidelines for sponsorship.

Bank of the pacific

Key Bank

Raymond Federal Bank

Great Northwest Federal Credit Union

##### **Can they be at the event?**

- ↓ Onsite new members
- ↓ Loans? Services?
- ↓ Booth & Banner
- ↓ ATM Machines

Who is the request coming from?

Know your audience!

**\*\*Les Schwab – 400 stores**

Marketing – See them everywhere

Blazers – Fairs & Festivals

Social Media – NO news print

Radio in Pandora ads

Warrenton or Longview willing to participate? Don't have one local, but utilize the 2 closest to us.

Please know statistics from your event. HOW MANY People attended?

They have a scoring sheet for events requesting \$10K and Up Corporate Sponsors.

Tickets sales being used?

How much advertising will they get?

Be a little aggressive, persistent, follow up, send emails, letters, call, make an appointment to see them face to face.

Sign multi-year agreement if possible.

**Jordyn – Spirit Mountain Casino – Operation 21 years.**

No religious or political sponsors

No underage sponsorship due to gaming

61% of community support fund – grant process

Can we get sponsorship with the Shoalwater Bay Tribe or the Chinook Tribe to cross promote cultural aspect?

Looking for: Engagement or tracking = Social Media, Apps, not just a banner or booth at the event.

Do your homework = Exclusivity for Sponsor. VIP Status!

## **The Successful Reinvention of an Event**

### **Sports Health & Recreation**

Bev Young = 503-910-0302 - 30+ year experience

Larry Wicklund – second presenter

What is relevant to our area?

Come to your event & won't change you.

The city wants a park and recreation or health recreation plan.

Trails/Beach/Softball Tournaments/Beach runs/Hiking/Biking/ Canoe and Kayaking/ 5K, 10K, ½ marathon

The Oregon Amateur Sports Foundation – Beaverton Oregon

50 sports are offered through the Sports Foundation

Tap into passion = Amazing Potential

Long Beach to be a recreational destination location

Child and Adult obesity/diabetes issues

List all recreations in the County/City:

- ✚ Cheerleading
- ✚ Tumbling
- ✚ Karate
- ✚ Dance
- ✚ Yoga
- ✚ Zumba
- ✚ Belly Dancing
- ✚ Jump Roping
- ✚ Hula Hoops
- ✚ Volleyball
- ✚ Bad Minton nets
- ✚ Rock Wall climbing – portable
- ✚ Shuffle Board
- ✚ Horseshoes
- ✚ Yard games
- ✚ Ping pong tables

Stage Demos & mini classes on the stage during SummerFest.

Shanghai Roller Dolls to come do stage Demo and sign up participants during Jake's Birthday.

Winning Big when you are Small!

Creating effective sponsorship & Partnerships for your programs and events

Sponsor to sponsor ask - each event needs a champion

Stage Recognition of sponsors

Piggy Pack – cross promote

PAA more involved - ???

Spinners Expo

Feature Sponsor

Donor –

Partner –

Sponsor –

O'Berto Jerky - .27C hat experience

Potential things or areas at your event that need sponsorship: Create a notebook of activation ideas.

- ✚ Relaxation Station Hammocks
- ✚ Changing station
- ✚ Spotify
- ✚ Badges
- ✚ VIP Area
- ✚ Phot Booth
- ✚ Massage
- ✚ Free Wifi
- ✚ Corn hole game
- ✚ Giant Jenga using 2X4s
- ✚ On site booth presence
- ✚ Goldfish Races
- ✚ Spinning wheel of prizes
- ✚ Planko Board

Sponsor booths at events that have a lot of foot traffic around them. Great phot opts for sponsorships.

OFD Foods – Mountain House/ Big 5/ Fred Meyer/ Costco



# **WFEA Conference AAR for March 13-15, 2016**

## **Festivals Inc. – Specialty Events Productions: The Business of Festivals: Past, Present, and Future!**

Owns & Produces 3 Festivals

- Taste of Tacoma – 31 years – FREE EVENT
- Bite of Seattle – 35 years – FREE EVENT
- OctoberFest NW – 11<sup>th</sup> Year – Gated Event

We could do a “Taste of the Peninsula”

- Shoulder Season Event
- Dinning at the Source
- Receipts
- Mushrooms
- Cranberries
- Cooking Demos
- Cook Books
- Coffee/Beer/Wine
- Lite Bites
- Desserts
- Seafood

Location: Elks Lodge and other local venues

I.E.G. = International Events Group

B2B Coffee Festival was a spectator event that turned into an Industry Show for Coffee Companies, Roasters, etc.

Long Beach Coffee Roasters could attend to promote Long Beach Peninsula.

Metro Parks Tacoma – DO they travel for day trips or overnight trips?

**President IFEA – Steven Schmader**  
**Bring on the Happy!**

Great Moments  
Brief Period of interest  
Define moment

Lessons (and Ideas) are everywhere. You just have to be open to them.

Make places people – not just a place on the map. A world you are now a bigger part of.  
Appreciate vs Comparison  
Why do you do it that way?  
A vision larger than ourselves  
Give more than you think you can give

\*\*\*The Nature of Leadership – Stephen B. Corey, A. Roger Merrill, Dewitt James

Define, Debate, Dialog (Bowl memory) like empty bowls concept  
Connect & Experience Dialogues.

\*\*\* **What is the message that we want our guests to take home after our event or festival?**  
\*\*\*

**“We LOVE our Community!”**

CPFM = Family Scare Crow building activity, beach grass and straw bales.

Tell your story well and others will share it for you. They will become your ambassadors. = Truly unique and Quality product.

***Inclusiveness takes Effort!***

“If money is your problem you have no problem, if money is your problem you need to expand your vision.” Ric Birch – Master of the Ceremonies

Festival Head Volunteer Lunch – Appreciation Lunch after the event season to thank those that volunteer time, money, energy.

Volunteers put the fun in your event. Think like a theme park. LEARN = Keep moving forward!

***Pick your partners carefully; protect them graciously!***

**Albany Parks & Recreation presentation on Expressit App**  
**This app is FREE and known as the “anti-yelp”**

Albany has a trip program. Will they come to Long Beach?

Forbes calls Expressit the Anti-Yelp.

Albany has the graphics to help advertise using the app at your festivals and events.

OFEA and WFEA used this App during conference this year as a way to get feedback from conference attendees in a paperless fashion.

The City of Long Beach and the Long Beach Merchants are looking at holding a workshop to explain how to use the app for peninsula events.

They are also able to use “go to meeting” to conduct a meeting over the phone with the creator of the app.

See attachment slide show for more information about the application or contact Holli Kemmer or Myself as we are using it.

***Celebrate Publically; Problem solve Privately***

## **Pre-Conference Workshop – Surviving & Winning in the Social Era**

**Josh Dirks – Owner Project Bionic**

[Josh.dirks@projectbionic.com/about.me/joshdirks](mailto:Josh.dirks@projectbionic.com/about.me/joshdirks)

Challenge = Content Creation on a daily basis.

Reach = Recall

Twitter is 4<sup>th</sup> in hierarchy

Pinterest above twitter – Pinterest does not have a schedule tool. Facebook does.

Do not link your Facebook and YouTube videos together. YouTube hates Facebook and won't allow you to put it on your page.

Source: [www.FlurryAnalytics.com](http://www.FlurryAnalytics.com) Source Net market share

1.4 Billion people on Facebook Daily

Google+ is going away. RUMOR Facebook and Google might merge?

Jim Collins – Good to Great!

Erik Avalman = YouTube = Socialnomics 270 pages

Power 300 = Brain knows 300 people's names, face, something

Engage – By Brian Solis

The approach must be pleasant

The Geography of Bliss – Eric Weiner

Social Media Menu/Calendar – Building a content calendar for your social media platforms are important.

Facebook = GO to the other page, top page and save to top of page. Funeral for one page and we are moving to this page here.

Statogram Schedule post Instagram

Facebook Scheduling – every hour, 3Xs day, 2Xs a day, How often?

How do we engage Volunteers/Team to do what needs to be done for an event or festival to be successful?

2 hours per week to do X

- Determine time commitment
- It's Not Free
- 2-way communication
- Each social network is unique
- Content takes time

Visual – Instagram

Media Easy – Twitter

B2B – LinkedIn

### **Identify Stakeholders**

- Who is on my team? Team approach can and has worked with others
- Getting additional team members involved can give new ideas and content
- 1 person from each stakeholder to be on the social media team – Part of the planning
- The best social strategy is an integrated strategy get behind the scenes captions and pics
- Set up and breakdown of events “Behind the curtain”

How are the stakeholders getting involved in the festival or event?

### **Determine your companies 3 V's**

- Values – What are your brand values?
- Voice – What is your brands vision?
- Vision – What voice would you choose to tell your/this story?

We are all storytellers

Humbled leadership

Innovating/excellent work

Courageous/ try new stuff

Integrity

### **Content Creation: Share your story/Brand**

- Determine Content wells
- Pictures are king
- Remember just because you don't care, doesn't mean your audience feels the same.
- Ask questions and invite feedback
- Be timely
- Respond back in a timely fashion

TBT = Throw Back Thursday

WUW = What's Up Wednesday

WW = Watchable Wildlife

This day in History... [www.history.org](http://www.history.org)

**Interact:**

Ask Questions

Respond to comments

Invite people in

Inclusive vs exclusive

**Learn to Listen:**

Twitter

- Nearby tweets.com
- Hashtags
- Hootsuite
- Sprouts

Facebook

Facebook.com/Ads

Facebook Events

Google Alerts

Mention.com 3-4 months use

Rep Monitoring

Jon Loomer \* Blogger

**Facebook Best Practices:**

**Content Calendar**

- 60/30/10 rule
- Time of the day – when to reach your audience
- Popular trends
- Daily postings

**Community Management**

- Fan Growth
- Facebook insights
- Video
- Email match

Know your Hashtag & Meaning

Urban Dictionary =

Google search bar

Instagram & Twitter use Hashtags

**Twitter Best Practices:**

1. Get a tool
2. Content Calendar
3. Post 2-7 times per day
4. Keyword Listening
5. Set up hashtags you monitor
6. Build lists to manage them – Artist, Sponsors, Partners, etc.
7. Be followable
8. Influencers – Press, bloggers, (copy and content retweet)
9. Small ads go a long way
10. Storytelling

\*\*\* Common Sense is Like deodorant. The People who need it most never use it! \*\*\*

A teamwork for influencer marketing

5 step action plan & 9 expert tips

1. Define your online audience
2. Discover the right influencer
3. Monitor influencers for opportunities
4. Take action & engage
5. Measure your results

Your words are power – to build strength. Use them wisely.

A.M.A = Ask me Anything

Source Questions ahead of time.

**LinkedIn Best Practices: B2B**

- Clearly define your success metrics
- Understand your audience
- Company & group pages
- Similar content to Facebook
- Email match system
- In mail gives you a great opp

**Instagram Best Practices:**

See picture for assistance

**Pinterest Best Practices:**

See picture for assistance

YouTube = Put up on both



**Social Media Common Mistakes:**

- Wild Swings in Strategy
- Too Many cooks in the kitchen
- Micro Analysis
- Goals are not clearly defined
- KPI's not put to the goals

Agritourism Defined: Washington State University  
Trevor Lane – Assistant Professor  
Community and economic development Dir  
[Trevor.lane@wsu.edu](mailto:Trevor.lane@wsu.edu)  
509.775.5225 ext 1116  
<http://ferry.wsu.edu>

Washington has an estimated 16.5 Billion in economic impact. 4<sup>th</sup> largest in WA is Tourism

Agritourism means:

- Fishing
- Harvest Festival gave way to Agritourism
- Cranberry
- Blueberry
- Cheese – Goats
- Lavender Farms X 2
- Oyster Tours
- Clam Festival
- Petting Zoos
- Animals
- Surf Perch Derby
- Razor Clam Festival
- Farmers Markets

Does the Health inspector know about your event?

Federal Food Safety Act? Stores have labels and QR codes to tell where the food is coming from. This may affect your festival or event.

**Dealing with Difficult People**  
**The Magic Word!**  
**Kim Bedier – CFE Monday Opening Keynote**

“The harder the conflict...the more glamorous the triumph!” – Thomas Paine

The Magic Word!

**PLEASE**

**Perspective:**

- A mental view or outlook
- Personality predisposition
- Personality “style” what is yours?

**Listen:**

Listen carefully & be present

Helps the difficult person know you are actively engaged

**Empathy:**

Every person has a story if you bother to read/hear it

“People don’t care how much you know until they know how much you care.” Theodore Geisel

**Analyze, Ask, Agree:**

**Analyze**

Describe the situation

When I hear \_\_\_\_\_ when I see \_\_\_\_\_

State your emotion. This is how I feel \_\_\_\_\_ Because \_\_\_\_\_

**Ask:**

- for clarification (start a dialogue)
- What was your intent?
- What did you mean?

**Agree:**

- State desired change
- I need \_\_\_\_\_ I want \_\_\_\_\_ I prefer \_\_\_\_\_

**Analyze – Ask – Agree:**

Analyze body language communication

**(Stress)** In reaction to a conflict

Body diverts blood to arms and legs

Fight or Flee

Blood diverted from areas “less important”

Higher reasoning symptoms of brain shut down

Today's Fight or Flee

Fight = sarcasm anger

Flee = cold shoulder, withdrawal

Stress today fight or flee

Fight mode feel “heat” raise voice – feel combative

Flee mode = feel anxiety / retreat in silence / refuse to engage

Be aware - Breathe

Expression: 55% body movements for arms

7% words

38% voice tones, modulation, pauses



## Portland Rose Festival Sponsorship Recap



Prepared Exclusively for

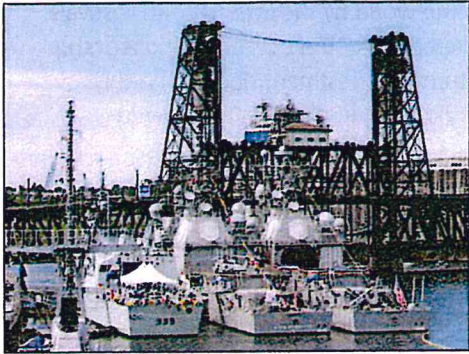


2015 Total Sponsorship Value: \$249,509





## 2015 Rose Festival Recap



In 2015, we honored Portland, the City of Roses, with the theme of a "Bloomin' Good Time." 2015 also marked the year of the 101<sup>st</sup> Rose Festival Queen! In April we celebrated the Rose Festival's own Parade Queen with the celebration of COO Marilyn Clint's 40th anniversary with the organization. The Rose Festival was eager to begin the season and introduction of our new Official Craft Beer sponsor, Portland Brewing, as we started off the festival with our annual kickoff party. The festival was in full swing as we enjoyed one of the most up and coming events, the Rose City Sing-Off, and continued ramping up with the Rock 'n' Roll Half Marathon and 10K. CityFair opened Memorial Day weekend featuring the always anticipated opening night fireworks party. The Rose Festival

was extremely excited to announce the first-ever Starlight After-Party presented by Lyft during the second weekend of CityFair. Continuing on the high brought on by the Starlight After-Party and performance by Sir Mix-A-Lot, Country fans filled the RoZone for the fourth annual CountryFest presented by The Bull. The final week of CityFair brought Dragon Boat Races, the Grand Floral Float Showcase, and the crowd favorite, Fleet Week to Waterfront Park. Music fans were again invited down to the RoZone to see Rock the Roses and KINK on the Waterfront during the final weekend, both presented on the Beaverton Honda stage. With so many fun events it is easy to see why the Rose Festival is more popular than ever!

All three Rose Festival parades were graced with plentiful sunshine this year which helped attract thousands of viewers both on the streets and on KPTV FOX- 12 and KPDX, the Official Television Broadcast partner. The first parade of the season, the PGE/SOLVE Starlight Parade, received attention on a national level due to the popularity of the Starlight Parade Grand Marshal, PeeDee the PDX airport carpet. Toyota, the Official Auto sponsor of all three Rose Festival Parades, even provided a PDX carpet wrapped Toyota Tundra which accompanied PeeDee throughout the route. The Fred Meyer Junior Parade featured some of Oregon's favorite mascots including Oregon State University's "Benny the Beaver", Portland State University's "Victor the Viking" and the Portland Trail Blazer's "Blaze the Trail Cat". The Bank of the West Grand Floral Walk preceded the Spirit Mountain Casino Grand Floral Parade, and included a check presentation to the Rose Festival's Official Charity for 2015, Boys and Girls Aid. At the Spirit Mountain Casino Grand Floral Parade, Alaska Airlines "Bloomin' with Aloha" float won the Rose Festival's highest float honor, the Al Reser Sweepstakes Award. This year the parade featured a new section, "La Petite Parade" presented by All Classical Portland, giving local communities the chance to design and build mini-floats.



The 2015 Rose Festival/OregonLive.com Treasure Hunt was once again a welcome blast from Rose Festival past. The Bloomin' Good Time Rose Festival medallion was found in Newberg, OR by a seasoned geocaching treasure hunter and his family. The winner of the Treasure Hunt receives a \$1,000 cash prize, an overnight stay at Spirit Mountain Casino and a ride in the Grand Floral Parade! Wrapping up the festival season, sports fans were invited to share in the annual Rose Festival Golf Tournament at Riverside Country Club and treated to the 55<sup>th</sup> running of the Rose Cup Races at the Portland International Raceway.

With the help of all of our sponsors and partners like you, we were able to make the 2015 Rose Festival season an international success and prove that the Rose Festival truly is more popular than ever. The Rose Festival makes Portland a better place to live and visit. We are honored that you were a part of this year's Rose Festival.

Thank you for your support!





The Portland Rose Festival is one of the top sponsored properties in Oregon and the entire Pacific Northwest and is consistently recognized as one of the top three most highly awarded events in the world by the International Festivals and Events Association (IFEA). In fact, the Portland Rose Festival earned the coveted IFEA **"Best Overall Sponsorship Program"** in 2014! Our sponsors consistently receive an exceptionally high return on investment due to 1) highly sophisticated marketing programs, 2) large, captive audiences, 3) over a century of community loyalty, 4) world-renowned, award winning events, and of course, 5) unparalleled client services.

The Portland Rose Festival Foundation thanks Portland Brewing for playing a major role in the success of the 2015 Portland Rose Festival. All values in this report are based on IEG ® independent measurement criteria and prepared by certified Rose Festival staff (IEG website: [www.sponsorship.com](http://www.sponsorship.com)). The tangible benefits for Portland Brewing during the 2015 Portland Rose Festival is valued at **\$81,940** through this quantitative process.

Using the IEG-formulated industry standard procedures for sponsor fulfillment, the "intangible benefits" of an event sponsorship program can be quantified using the following evaluation criteria for a property/event: Prestige, Recognizability, Loyalty, Exclusivity, Ambush Protection, Clutter, Networking, Activation, Media Coverage and Track Record. The sponsored property/event then receives a "score" from 1 to 10 based on its performance in each of these categories and this score is used as a multiplier, which ranges from 1.2 to 3.5, to calculate the value of the intangible benefits for each sponsorship program. The 2015 Portland Rose Festival sponsorship program scored an 87 out of 100 translating into a 3.045 multiplier. Portland Brewing's total sponsorship package, including the intangible benefits, is valued at **\$249,509** (\$81,940 x 3.045).

## CITYFAIR

### Event Attendance & Exposure

#### *CityFair*

- An estimated **198,544** participants attended the 2015 Rose Festival CityFair from May 22 - June 7. Portland Brewing received prime placement of the Portland Brewing Pub at CityFair  
(198,544 impressions x \$.05 per impression x 50%).
- Portland Brewing had **four (4)** pouring stations throughout CityFair. One was placed in a prime location connected to the Rose City Stage which hosted over 100 local bands and community acts (198,544 impressions x \$.05 per impression x 50%).
- Portland Brewing had **three (3)** pouring stations inside the RoZone at CityFair  
(10,000 impressions x \$.05 per impression x 75%).
- Portland Brewing had one extra pouring station in the RoZone during CountryFest (5,000 impressions x \$.05 per impression x 75%).
- Portland Brewing was poured exclusively inside the Riverside Lounge and Club RoZone, the exclusive VIP areas for RoZone concerts (500 impressions x \$1.00 per impression x 75%).
- The Rose Festival hosts several invite only events for the festival's elite group of sponsors, donors, and media partners:
  - The Rose Festival began the 2015 Festival season with the Kick-Off Event at Portland Brewing and VIP Sponsor Reception at the University of Oregon White Stag building  
(350 impressions x \$1.00 per impression x 75%).
  - Portland Brewing was recognized during the speeches at the Rose Festival Kick-Off Event (150 guests x \$.50 per impression x 50%).
  - Portland Brewing's Brewer was the guest speaker at the Rose Festival Kick-Off  
(150 guests x \$.50 per impression x 50%).







- o Velvet Majesty was the exclusive beer served at the VIP Fireworks Experience Party on May 22, 2015 (183 guests x \$1 per impression x 75%).

**Value: \$11,340**

### Promotional Materials

The following materials were distributed throughout the Portland community to promote CityFair events and attractions, all which included the Portland Brewing logo:

- **10,000** Souvenir Programs (\$.04 per impression).
- **60,000** CityFair Brochures (\$.03 per impression).
- **750** Kick-Off Invitations (\$.05 per impression).
- **1,000** VIP Networking Reception Invitations (\$.05 per impression).

**Value: \$2,288**



### Signage

#### CityFair

- Portland Brewing had a **3' x 15'** banner at the Rose City Stage at CityFair (198,544 impressions x 50% x \$.02 per impression).
- Portland Brewing had a **3' x 3'** logo banner at each of the **four (4)** gates to CityFair (198,544 impressions x 50% x \$.02 per impression).
- Portland Brewing received logo inclusion on **three (3)** CityFair Welcome signage from May 22 - June 7, 2015 (198,544 impressions x 10% x \$.01).
- Portland Brewing received name recognition on **three (3)** CityFair Map signage from May 22 - June 7, 2015 (198,544 impressions x 10% x \$.01).
- Portland Brewing received name recognition on **three (3)** CityFair directional signage from May 22 - June 7, 2015 (198,544 impressions x 25% x \$.01).
- Portland Brewing was included on **three (3)** weekend highlight A-Frames from May 22 - 25, 2015 at each main gate (70,631 impressions x 10% x \$.01).
- Portland Brewing was included on **three (3)** weekend highlight A-Frames from May 28 - May 31, 2015 at each main gate (54,928 impressions x 10% x \$.01).
- Portland Brewing was included on **three (3)** weekend highlight A-Frames from June 3 - 7, 2015 at each main gate (72,985 impressions x 10% x \$.01).
- Portland Brewing was included on **three (3)** RoZone A-Frames May 22 - 25, 2015 (70,631 impressions x 10% x \$.01).
- Portland Brewing was included on **three (3)** RoZone A-Frames May 28 - May 31, 2015 (54,928 impressions x 10% x \$.01).
- Portland Brewing was included on **three (3)** RoZone Highlight A-Frames June 3 - 7, 2015 (72,985 impressions x 10% x \$.01).
- Portland Brewing was included on **three (3)** Rose City Stage schedule A-Frames May 22 - 25, 2015 (70,631 impressions x 25% x \$.01).
- Portland Brewing was included on **three (3)** Rose City Stage schedule A-Frames May 28 - May 31, 2015 (54,928 impressions x 25% x \$.01).
- Portland Brewing was included on **three (3)** Rose City Stage schedule A-Frames June 3 - 7, 2015 (72,985 impressions x 25% x \$.01).







- Portland Brewing was included in all CityFair pouring station signage May 22 – June 7 (198,544 impressions x .50% x \$.02).
- Portland Brewing had the opportunity to hang **six (6)** corporate banners at CityFair (198,544 impressions x 40% x \$.02).

#### Private Events

- **Two (2)** Kickoff event - Bar Signs (150 impressions x \$.05 per impression).
- **One (1)** VIP Networking event - Bar Sign (200 impressions x \$.05 per impression).
- **One (1)** Opening Night Fireworks Party - Bar Sign (183 impressions x \$.05 per impression).

Value: \$9,755



#### Media Marketing Campaigns

##### Television Campaign

Portland Brewing Value: **\$18,981** (10% of full media value)

Full Media Value: **\$189,814**

- **Sixty-five (65)** :15 second spots ran on KPTV promoting the pre-opening weekend of CityFair.
- **Four-seven (47)** :15 second spots ran on KPTV promoting the second weekend of CityFair.
- **Forty-one (41)** :15 second spots ran on KPTV promoting the third weekend of CityFair.
- **Five thousand six hundred twenty-four (5,624)** : 30 second spots that ran on various Comcast stations during the full run of CityFair from May 15 - June 7, 2015.

##### Radio Campaign:

Portland Brewing Value: \$21,490 (5% of full media value)

Full Media Value: **\$429,800**

- Portland Brewing was featured on a total of two thousand and fifty-four (**2,054**) PSA spots, "What's Happenings, Live "Dot Coms" and live mentions across the following iHeartMedia stations:
  - Z100
  - K103
  - The Eagle
  - The Brew
  - Jam'n 107.5
  - KEX
  - Rip City Radio
  - Radio 102.3
- Portland Brewing was featured on the following Entercom stations:
  - **Twenty (20)** PSA spots ran on 105.1 The Buzz
  - **Twenty (20)** PSA spots ran on 99.5 The Wolf
  - **Twenty (20)** PSA spots ran on 92.3 KGON
  - **Twenty (20)** PSA spots ran on 1080 The Fan



#### Print Campaign

Portland Brewing Value: **\$3,707**

Full Media Value: **\$22,519**

- The Oregonian - May 15 (10% of full media value).
- The Oregonian - May 22 (10% of full media value).
- The Oregonian - May 29 (25% of full media value).
- The Oregonian - June 5 (10% of full media value).
- Portland Tribune - (25% of full media value).
- Portland Brewing received **one (1)** half-page color ad in 10,000 Souvenir Programs (2015 rate card).

#### Digital Advertising

Portland Brewing Value: **\$762**

Total Media Value: **\$5,195**

- Portland Brewing received inclusion on **Oregonlive.com** banner ads placed to promote various RoZone concerts and CityFair from June 1 – June 7, 2015.
- Portland Brewing received inclusion on **Oregonlive.com** banner ads placed to promote CityFair unlimited ride wristbands from May 18 – May 21, 2015.
- Portland Brewing received inclusion on **Pdxpipeline.com** banner ads promoting CityFair.
- Portland Brewing received inclusion on **Metroparent.com / Pdxkids.com** banner ads promoting CityFair.

**Value: \$45,633**

#### Media Coverage

##### Television Editorials

- News stories specifically mentioning Portland Brewing or graphic shown: **8 stories**
- Your News Inc. Total Calculated Publicity Value: \$43,670 (\$43,670 x 10%)
- Total Neilson Audience: **251,400**

Print Media (\$0.02 per impression X 10% for mention in the body of the article **OR** 25% for photo/caption/headline)

- The Oregonian – May 15, 2015 (Distribution: 247,833)

Electronic Media (Mentions: \$100; Photo/Signage: \$200; Video/Promotion: \$300 per website article)

Overall, Portland Brewing received **14** website articles that included mentions, photos and video mentions.

Websites included the following (but are not limited to):

- Kgw.com
- kptv.com
- golocalpdx.com
- Kpam.com
- Brewpublic.com







- Bendsource.com
- yelp.com
- metro-parent.com
- pdxpipeline.com
- ignoregon.com
- youtube.com

Value: \$3,096

### Rose Festival Website

#### Website and Electronic Media

The Rose Festival CityFair index page received **108,199** visitors (\$0.03 per impression).

- CityFair attractions page received **24,632** visitors (\$0.04 per impression).
- Portland Brewing's corporate website received **44** direct links from the Rose Festival website (\$1 per page request).
- The Donate page received **1,009** visitors of the Rose Festival website that lists all Sponsors and Donors (\$0.01 per impression).

Value: \$4,285

### Rose Festival E-Newsletters

Portland Brewing was featured in the Rose Festival's e-newsletter:

- Thursday, May 21, 2015 (3,911 impressions x \$0.04 per impression).
- Friday, May 29, 2015 (3,921 impressions x \$0.04 per impression).
- Tuesday, June 02, 2015 (3,916 impressions x \$0.04 per impression).

Value: \$470



### Social Media

- The Rose Festival's Facebook page reached **6,562,006** people throughout the 2015 Rose Festival season.
- **One (1)** post featuring a photo of Rose Festival's Official Craft Beer, Velvet Majesty on Facebook (43,701 followers x \$0.02).
- **Three (3)** photos were shared highlighting Portland Brewing on the Rose Festival's Twitter account (5,502 followers x \$0.02).
- **Two (2)** mentions on Twitter promoting Portland Brewing (5,502 followers x \$0.01).
- **One (1)** post featuring Rose Festival's official craft beer, Velvet Majesty on Instagram (1,028 followers x \$0.01).

Value: \$1,060







### Hospitality Benefits (2015 ticket value)

#### *Rose Festival Events*

- **Six (6)** invites to the Kick-Off Event.
- **Six (6)** invites to the VIP Sponsor Appreciation Event.
- **Twenty (20)** unlimited ride wristbands for CityFair opening night.
- **Fifty (50)** admissions to CityFair, good anytime during the event.
- **Four (4)** invites to the Opening Celebration and Fireworks Night.
- **Four (4)** Grand Floral Parade VIP Chalet invites including catered breakfast.
- **Six (6)** admission tickets for the Rose Cup Races from June 12- June 14, 2015.
- **Three (3)** parking passes for the Rose Cup Races from June 12- June 14, 2015.

#### *BONUS: RoZone Concerts Hospitality*

- Rock the Eighties - **Four (4)** concert tickets and **four (4)** VIP Lounge access passes including unlimited beverages
- Rock the Roses - **Four (4)** concert tickets and **four (4)** VIP Lounge access passes including unlimited beverages
- CountryFest - **Four (4)** concert tickets and **four (4)** VIP Lounge access passes including unlimited food and beverages
- **Two (2)** backstage passes for CountryFest (Additional Bonus)!
- KINK on the Waterfront- **Four (4)** concert tickets and **four (4)** VIP Lounge access passes including unlimited food and beverages
- Starlight after-party - **Four (4)** concert tickets and **four (4)** VIP Lounge access passes including unlimited beverages



**Value: \$4,708**

**Thank you for supporting the 2015 Rose Festival.**





# Rose Festival Sponsorship Program



## Custom Sponsor Packages

Build a reputation on creating highly customized marketing programs that are carefully aligned with specific festival programs and events. Give your festival partner a unique opportunity and exceed sponsor's expectations through attention to detail, exemplary client service and creative marketing solutions. The Portland Rose Festivals sponsorship packages can fit within almost any budget, as our sponsorship packages range from \$3,000 - \$250,000.

## Build Long Term Relationships

One of the Portland Rose Festival's goals are to maintain a high renewal rate and turn all of our sponsors into integrated partners for the long haul. Creating goodwill and enhance corporate culture by involving sponsor employees in event activities and volunteer opportunities that build enthusiasm, teamwork and loyalty. Make it hard for them to walk away and focus on the relationship. We focus on relationships, not the sale, turning our partnerships into a long term investment where the sponsor is committed to building a deeper more integrated partnership.



## Define Benefit Packages and Opportunities

- Customized Packages
- Category Exclusivity
- Exhibit Space
- Sampling Opportunities
- Activation Opportunities
- Targeted Promotional Campaigns
- Signage/ Website Inclusion
- Advertising Recognition
- Public Relations
- Broadcast Media Packages
- Merchandising/Official Products



## Service and Sponsor Fulfillment

The sales team must work hand in hand with the events team to make sure that nothing falls through the cracks. Set procedures to get sponsor on board. Create checklists to notify clients with deadlines. Do not make any empty promises and make sure the sponsor is satisfied and up to speed. The sales team continues to streamline communications between parties and stay involved year long. Bi-weekly or monthly meetings with events team and operations will help with the overall communication and organization as a whole.

## Valuation/Audits

The Portland Rose Festival uses a solid IEG independent measurement criteria to measure sponsorships. **(IEG website: [www.sponsorship.com](http://www.sponsorship.com))** It's important to analyze both the tangible and intangible values of a sponsorship program. Using this valuation ensures we provide each client with a post event audit recap to showcase a strong return on investment (ROI).

Intangible benefits evaluation criteria:

Prestige	Recognizability
Loyalty	Exclusivity
Ambush Protection	Clutter
Networking	Activation
Media Coverage	Track Record





**Q. How long is the track?**

A. The track is 150 foot runway of snow.

**Q. What is you don't have snow?**

A. We truck the snow in from Mt. Bachelor Ski Area.

**Q. How are the kegs attached to the dogs?**

A. The dogs wear a harness; either provided by the owner, or we have professional harness for use during the event. A safety cable attached to the keg is then clipped onto the harness

**Q. Do all dogs pull the same size keg?**

A. No, There are four (4) different sizes of kegs. The size keg the dog pulls is based on their weight. The kegs range in size from a full keg (aka: 1/2 barrel) to a "Fosters" size beer can.

**Q. What are the weight classes?**

A. Under 20 lbs, 21 - 50lbs, 51 lbs - 70lbs and Over 70 lbs.

**Q. How do the dog (owners) sign up?**

A. We have an on-line registration system that is open for registration about 60 days before the day of the event. People can also sign up the day of the event.

**Q. How are the winners determined?**

A. Each dog is timed individually, as they run down the track. The dogs with the fastest time in each weight class wins either first, second or third place.

**Q. What is the fastest any dog has run?**

A. Our fastest dog is Titan, a Whippet from Klamath Falls, who finished in 3.54 seconds; beating his last year's time by almost a second.

**Q. How do you ensure the safety of the dogs?**

A. There is a safety cable between the dog and the keg. We also have a veterinarian on site; as well as a "hot team" at the finish to catch the keg to ensure it does not hit the dog as they cross the finish line.

Must-Dash Q and A for OFEA

Organization: Willamalane Park and Recreation District

Type of event: 1K run/walk and Little Shavers Fun Run.

Location: Dorris Ranch, Middle Fork Path, Springfield, OR

Date: Feb 20<sup>th</sup>, 2016

Cost: \$5.00/advance \$10.00/on site

Activities on site: Photo booth, Mustache waxing, kids fake shaving station

Sponsors: Analog Barber Shop – Local barber. KVAL- Local TV station

Total Participant number: 103

Description: Celebrate Furry February with Willamalane's mustache run. This untimed 1K starts at Dorris Ranch and incorporates parts of the beautiful Middle Fork Path. Bring the kids so they can sport their scruff in the Little Shaver's Fun Run. Mustache contest and photo booth. No dogs allowed. Children in strollers will not need to register. Register online through Feb. 19. On-site registration is \$10, and cotton shirts are \$10. Shirts must be ordered by Feb. 10. Cheer on the Little Shavers at 9:00am, 1K race to begin at 9:15am.





### Summer Sounds Concert Series Fact Sheet

HISTORY:	Albany's newest concert series on Monday Nights in July offered in a relaxed atmosphere, featuring regional entertainment.
LOCATION:	Monteith River Park, Albany, OR
2016 DATES/TIMES:	July 11 July 18 July 25 August 1
ATTENDANCE:	1500-5000 each concert
AUDIENCE:	Targeted to local adults aged 40-65, but family-friendly and all ages welcome.
ATTENDEE COST:	FREE
SPECIFIC ACTIVITIES:	Concerts by regional and Pacific Northwest Entertainers, featuring Acapella, Blues, Blue Grass, Classical, Big Band.
MARKETING OPPORTUNITIES:	Radio and print coverage; On-site branded signage; Event posters, fliers, and programs; Stage Recognition **Flexible and creative sponsor activation opportunities are available as we are reinventing, growing the series. We can do things like reserved picnic tables that are for the sponsor to use or give away each week.
ADVANCED OPPORTUNITIES:	Facebook, website, and social media marketing and promotion.
PROMOTION IDEAS:	Contests & promotions; couponing; cross promotions; and booth/table presence at performances.
SPONSORSHIP OPTIONS:	Sponsorship investment of \$1000.



### 2016 Northwest Art & Air Festival Fact Sheet

LOCATION:	Timber Linn Memorial Park, Albany Municipal Airport, Linn County Fair & Expo Center, Albany, OR
2016 DATES/TIMES:	August 26-28, 2016 August 26: 4:00 p.m. to 10:00 p.m. August 27: 10:00 a.m. to 11:00 p.m. August 28: 11:00 a.m. to 3:00 p.m.
ATTENDANCE:	55,000-60,000
AUDIENCE:	All demographic groups are represented with the average attendee between the ages of 24-55 years old, working class, married, with children.
ATTENDEE COST:	FREE * (*\$5.00 charge to park on Friday and Saturday)
SPECIFIC ACTIVITIES:	Hot Air Balloon lift-offs each morning at 6:30 a.m.; over 70 quality art and craft vendors; 20 diverse food vendors; microbrew and wine garden; Family Zone with activities for children, teens, and young adults; Night Glow Celebration on Friday evening with concert featuring Northwest Regional favorite; car show on Saturday; live music all weekend long on the Festival Stage; main stage concert on Saturday night featuring national performer TBD; VIP Night Glow Reception for sponsors on Friday evening at 7:00 p.m.; VIP Dinner on Saturday evening at 5:00 p.m. prior to concert; fireworks show immediately following main stage concert on Saturday.
MARKETING OPPORTUNITIES:	Radio, television, and print coverage (value = \$40,000); Live "news magazine style" broadcast with on air interviews; On-site branded signage; Event posters, fliers, and programs; Static in-store displays
PROMOTION IDEAS:	Contests & promotions; couponing; cross promotions; booth presence; hospitality; activities in Family Zone; and festival feature naming opportunities.
SPONSORSHIP OPTIONS:	Sponsorship options range from Area & Feature sponsorships to general benefit sponsorships. We tailor sponsorships to meet the sponsor's needs. The Northwest Art & Air Festival provides a great opportunity for sponsors to become involved in a regional event that attracts over 50,000 people each year from Oregon, Washington, California, Idaho, Nevada, and Wyoming.

Celebrating seventeen years, the Northwest Art & Air Festival  
is produced by Albany Parks & Recreation



March 6 - 8, 2016

2016 THE Conference for Festivals & Events

2016 Schedule at a Glance

<http://www.oregonfestivals.org/conference>

Time	Session
<b>Sunday</b>	
8:30 - 11:30	Your Digital Face - Web, Social, strategies that build success
1:00-1:45	Minute to Win It and Vodka Tasting
1:45-2:00	Welcome, Housekeeping, Sponsor Thanks, Introductions
2:00-3:00	Opening Keynote
3:15 - 4:15	Gilroy Garlic Festival
3:15 - 4:15	Event Planning 101 - from the beginning
3:15 - 4:15	Award Winning Nominations - Be the best - win the prize
4:15	Hotel Check In
4:30	Dinner & Entertainment / Games and Fun
7:00 - 10 p.m.	Hospitality & Showcases
<b>Monday</b>	
8:30 - 8:50	Annual OFEA Meeting / Celebrating Success with Mimosas & Bagels!
9:00 - 10:15	Volunteer Equity Program
9:00 - 10:15	That's Entertainment
9:00 - 10:15	Event Branding and Marketing - Rose Festival Style
10:15 - 10:30	Break
10:30 - 11:45	Keynote: Festival Economics
11:55	Lunch Served
12:45-2:00	Game and Tradeshow
2:00- 3:15	Sean Kidd, Attorney – Drones and More
2:00- 3:15	Beyond Bounce Houses - Quality Programming for Children
3:25 - 4:40	How to Build a Successful Internship
3:25 - 4:40	Street Fairs
3:25 - 4:40	What Do Sponsors Want: Confessions of A Serial Sponsor
4:40 - 5:00	Break
5:00 - 6:15	Silent Auction / No-Host Reception
6:15	Auction Closes & Dinner Served
6:45	Live Auction/Housekeeping
7:00-7:40	Ovations! Awards
7:40 - 10 p.m.	Hospitality & Entertainment / Games and Fun
<b>Tuesday</b>	
8:00-8:30 a.m.	Pastry Bar and Coffee
8:30 - 9:45	Six in Sixty
9:45 - 10:15	Break & Hotel Check-Out
10:15-11:30	The Leadership Edge: Empowering Employees
10:15-11:30	Emergency Planning / Preparedness
10:15-11:30	Fresh - NOT Stale
11:45-1:00	Winning Big when You're Small - sponsor activation
11:45-1:00	Winning with Beer
1:00-2:30	Closing Keynote: Break A Rule
2:30-3:00	Going Out With a Bang

## **2016 OFEA Conference Session Descriptions**

### **1/26/2016**

#### **\*\*Pre Conference – “The digital face of your event” Social and Web strategies that attract!**

*Dan Kinney*

Take an outside look at your digital presence from the users experience; view your event for the first time in High Definition. Be ready to be critical of your own event and be ready to transform what your event customers see and experience. From Social Media presence to website compatibility to mobile users this workshop will transform your event for good, for the better.

Attendees will take away a fresh perspective of how their audience views their digital face. You will also take away a fresh set of tools and strategies to make your event something that attracts your target demographic now and for years to come. You will not want to miss this!

#### **Minute to Win It and Vodka Tasting**

*Kim Lyddane*

This wild and silly icebreaker is back and even better than last year (if you can imagine that!). Are you a card ninja or a master with a slinky? Have you ever tried to move cotton balls using only your nose? Do you have a certain skill at stacking cups? Want to shake your “junk in the trunk” for a chance to win a prize? If so, then this event is for you! Bonus tickets will go to those who think quick on their feet and show their wild side. Not a bad way to kick off a conference and meet other attendees. If games are good, then Vodka might be better. We will also be having a Vodka tasting as part of our kickoff event!

#### **Opening Keynote: Importance of Inclusive Civic and Community Celebrations**

*Mickey Fearn*

Details coming soon –

#### **Gilroy Garlic Festival – What do you do for the rest of the year?**

*Brian Bowe*

It’s all about the stinking rose at this annual ultimate summer food festival! But there’s so much more that goes into planning a successful event. The Garlic Festival holds onto traditions while constantly reinventing the Festival to keep visitors coming back year after year. Don’t miss this discussion of vendors, entertainers, sponsors, and even a few gimmicks. Find out what’s worked (and a little of what hasn’t) as Gilroy gears up for their 38th celebration of all things garlic.

#### **Event Planning 101 – from the beginning**

*Scott Ingalls*

In the beginning, all events should answer the question WHY? Once WHY is answered, this is a back to the basic nuts and bolts session to planning your event that will ensure its success. From port-a-pots to ticketing to sponsors and entertainment this session will provide a framework for what you need.

#### **Award Winning Nominations – Be the Best – Win the Prize**

*Timothy Bishop*

Attendees will learn how awards like the OFEA Ovations! can help showcase your community events and attract more attendance, volunteers, and sponsors. Gain a better understanding of the nomination process and how to submit strong nominations with the best chance of being recognized. Learn why the nomination can be just as important as being the recipient.

#### **Volunteers: The Backbone of the Gilroy Garlic Festival**

*Brian Bowe*

Getting 4,000+ volunteers to work together every year is no easy trick. Learn how the Gilroy Garlic Festival has kept their volunteer leadership fresh and energized after 38 years. They have worked hard developing a culture that allows volunteers to contribute, take ownership, and succeed at the Garlic Festival, all while donating over \$10 million to local charities and non-profits through their volunteer equity program.

#### **That’s Entertainment**

*Al Westhoff – Yamhill County Fair; Mary Ridderbusch-Shearer – Oregon Garden; Armando Gonzales Mandos Mundo Entertainment*

Booking entertainment has changed with big festivals and casinos competing with smaller events for the best acts. Hear how experienced managers book big names or offer stand out options and deal with increasing costs and demands. Learn about entertainment, trends, and challenges for events in today’s market. Whether you are looking to book big or instead find a unique, smaller niche, this session will show you how to find an artist that is right for you.

## **"Hit the Refresh Button" - Adding Annual Excitement to your Event's Brand**

*Carol Ross*

Whether it's your event's second year or 102nd year, you need a strategy to avoid the "been there, done that" syndrome. You can have an awesome logo, a great website and fantastic programming, but how do you convey the excitement that makes your festival stand out? Carol Ross from the Portland Rose Festival shares some tips, tricks, and examples of ways to creatively re-engage your audience through your branding and marketing each year.

## **We Matter! Up Close Perspective on Importance of Event Industry**

*Jeff Curtis*

Discover current industry trends from across the globe and the impact they can have on your festival! Gain a local perspective and fresh outlook on the events industry ... you'll be inspired and motivated by the vibrant and powerful impact we can have. Get tips and ideas from a nationally recognized festival executive. Jeff will outline basic economics of special events that will shed light on new challenges and opportunities facing special event producers. Your work matters ... find out why!

## **Drones, Grass, and Vapes**

*Sean Kidd*

What are your legal questions, issues, and problems around your festival or event? Sean will cover new issues facing festivals such as drones, marijuana, and e-cigarettes. This is an interactive session that uses audience experiences to find optimum solutions to real live issues.

## **Got Waste?**

*Green Panel Experts*

Events and festivals around the world create enormous amounts of waste. Some festival and event organizers are beginning to green their events to minimize their impact to the environment. Event greening is a process by which the overall waste generated, water and energy consumed is reduced, lowering the overall ecological footprint of an event. Environmental impacts and stewardship are much more important to event and festival participants than in the past. How do you determine what to toss or not, what (and where) to recycle, how to reduce vendor impact, and how to staff your greening efforts? Learn from experienced Green Panel experts the best management practices for waste diversion for events.

## **Beyond Bounce Houses – Quality Programming for Children**

Hear from a stellar panel with successful children's focus. Details TBA.

## **How to Build a Successful Internship**

*Kim Lyddane*

Internships are required for more and more academic programs. Come learn how to design an internship that will compliment your program and provide students with an awesome learning opportunity. Hear from a real life intern turned park and recreation professional, who knows how valuable they can be! As someone who now places interns across programs, Kim will share best practices for developing strong intern projects, defining expectations, the do's and don'ts and the value of networking.

## **Street Fairs**

*Bridget Bayer*

The branded identity of a business community is critical, especially for small retail businesses. Street Fairs can literally put a business district on the map. It brings in visitors to see the best of an area. Street fairs raise the visibility and awareness of a destination, as well as improving the long-term success of individual businesses. Learn how to provide leadership in your community to build partnerships, how to make a street fair profitable, and create enticing activities that will gain publicity as well as raise funds.

## **What Do Sponsors Want: Confessions of a Serial Sponsor**

*Sponsor Panel*

Corporations will spend \$17 billion this year on sponsorships. How can you do what you love and find a company willing to help foot the bill? What do sponsors want? When do they want it? Customization is critical! Discover what assets are vital to sponsors and what are passé. Hear from a panel of serial sponsors what is important to them and how you can replicate success.

## **Six in Sixty**

*Event Experts Panel*

This showcase of innovative, successful festival and event ideas is presented in a fast-paced, attention-getting format. It's an exercise in short, sweet, efficient, high-energy communication for the speakers, while you walk away with some fabulous ideas to try out in your own community! Leave with innovative, successful, outside-the-box tools and all the details. We've brought in some of the best to show you how it's done!

### **The Leadership Edge: Empowering Employees**

*John Damon*

Employee Empowerment, "it's all about people". How do you engage and enable employees to be the most successful they can be? How do you create a workplace where employees have input in their work and the ability to share ideas and suggestions? Empowered employees are generally more productive, self confident, and efficient. John Damon of OFD Foods will discuss his structured approach to empower and motivate your workforce at all levels.

### **Emergency Management for Events**

*Steve Bledsoe and Jerry Drum*

Planning for a special event can be difficult. Planning for the potential risks and hazards associated with a special event is even harder, but essential to the event's success. Do you have an event plan for the unexpected? Sending out an SOS is not enough. Discover how to identify the hazards, risks, and critical operational considerations in creation of a Safety and Emergency Plan for your event. Our panel of experienced safety personnel can help you determine who should be included in developing the plan and what components are critical for success. A plan is essential...this session will show you how it's done!

### **Fresh – NOT Stale (Move over Boomers – here come the Millennials and Generation Z)**

*Bev Young and Larry Wicklund*

Two stories of creating new, within an old event, to breathe new life. What do you do with a been-there-done- that event? How have others added new life and freshened up their offerings to attendees? Bev Young will share her story of a complete out of the box reinvention at Oregon State Fair. Larry Wicklund will share his success in creating the next generation of Rodeo fans at the Eugene Pro Rodeo.

### **Winning Big When You're Small: Creating and Activating Effective Sponsorships and Partnerships**

*Katie Nooshazar and Anj Brown*

Got cash? You don't have to be a massive organization with national or global reach to secure partnerships and sponsorships. Size really doesn't matter! The questions is...are you relevant, creative, and do you provide quality return on investment for your partners? If you can say yes, skip this session. If not, we'll teach you to have your cake and eat it too! Securing and activating sponsorships for events and programs can be challenging. As financial resources tighten, the need has never been greater. Learn how to win big when you're small!

### **Choose Your Own Alcohol Adventure**

*Leah Perkins-Hagele and Carroll Unruh*

Having alcohol available at your event can be an important incentive for participants when deciding whether to attend. It can provide you with an additional income revenue stream. However, it can also be your worst nightmare unless your preparation for the sale or serving of alcohol is carefully thought out. It's important that you choose the vendors and beverages that will drive your customers' experience. Learn from industry veterans how to be in charge of your own alcohol sales destiny by putting the fan experience first.

### **Closing Keynote: Break A Rule**

This awe-inspiring speaker will help you discover how breaking a rule can ensure your personal and organizational success! Get "unstuck" with your event as you learn to challenge unconscious habits and rules that don't serve your values and vision. Learn how intelligent misbehavior can help you maximize opportunities and connect to your organization's real purpose. Breaking the right rules is essential for excellence!



### Agricultural Production in Washington State

- 82,000 jobs
- \$1.5 billion in wages
- \$219 million in tax revenues
- \$16 billion in total economic impact

Source: WSU IMPACT Center, 2011 Fact Sheet

### Tourism in Washington State

- 163,400 people employed
- \$5 billion in earnings (payroll)
- \$19 billion in direct visitor spending
- \$1 billion in state and local tax

Source: Dean Runyan Associates, 2014

# agritourism

Merriam-Webster Dictionary defines agritourism as, "The practice of touring agricultural areas to see farms and often to participate in farm activities. First known use is 1978." According to the Journal of Extension in regard to festivals and events, it is commonly accepted the best service is through our role as evaluators and educators (Hustedde, 1993). This has a great deal of meaning on how Extension can support festivals or events, especially in our rural communities.

What does this mean for festival producers and event planners?

- With approximately \$23.5 billion in national revenue, festivals and events are the fastest growing sector in the entertainment industry (IBIS World Report, 2016). National data from the USDA demonstrates significant growth in the agritourism sector, as well.
- WSU Ferry County Extension assisted local independent festivals and outdoor events like Prospectors' Days, Bass Bands BBQ & Brew (or 4B Festival), and Grasshopper Festival with business plans, production best-practices, and organizational development.
- Festival producers and other community planners have benefited from asset mapping, organizational development workshops, community visioning, and after action reviews (AAR) conducted by Extension.
- Festivals and events are costly. There are always issues with funding or access to capital and this is also an area where Extension can assist rural communities and producers, as they build capacity to establish sustainable events. For example, we can teach grant writing workshops, aid producers in reviewing sponsor proposals, and much more.
- There is an opportunity for WSU Extension to create shortcuts to food systems by pairing vendors with local farmers or having booth space for kid's activities and workshops on nutrition, organic food, farm to table initiatives, and other Extension outreach to create food system awareness with bigger audiences.
- Extension can aid local communities in getting local producers to consult or volunteer with planning or production. WFEA members have a knowledge base that would benefit our rural economies.
- Extension professionals can assist with identifying and understanding barriers to entering agritourism, as well as local rules that may impede or impact production of festivals and events.

#### Reference List

- Hustedde, R. (1993). Community Festivals Can Educate. *Journal of Extension*, 31(2). Retrieved October 25, 2014, from <http://www.ige.org/ice/1993summer/f2.php>
- Petrillo, N. (2016, March 1). IBISWorld Industry Report 71133: Concert & Event Promotion in the US. Retrieved February 22, 2016, from <http://ntserver1.wsulibs.wsu.edu:2423/reports/us/industry/default.aspx?entid=1960>



## **Responsible Liquor and Tobacco Sales**

A partnership is public safety between WA State Liquor Control Board and You!

Presented by Sargent Marvin Madson – Retired Police Officer, Vancouver, WA

Looking into copy of his slide show to present to the LBMA events & Community.

### **Festivals Should:**

Check ID if not over 40

Do Not except Vertical IDs

Check ID to get comfortable and be in compliance

It is a PRIVILEGE to buy alcohol and cigarettes, not a legal right.

Alcohol = 21

Tobacco = 18

### **Who is liable?**

Whoever conducts the transaction takes the misdemeanor charge. There is no forgiveness for ignorance. Please know the laws before you sell or serve!

Cannot confirm age = DON'T SELL! Don't trust the physical appearance.

Must have ID to purchase? NO, state law required to purchase alcohol or tobacco.

### **4 things to look for with real/fake ID's**

- State Seal
- Washington will show several times
- The tree branches will cover the picture at the bottom corner
- The Mountain can be seen in the upper portion of the photo
- Know the 100 rule and make sure they add up.

For more information on how alcohol affects the blood system, Google Blood Alcohol Effects

Vertical ID will only read: Age 18 on....

Paper ID expires 45 days after given. Should have plastic ID by then.

Show Paper/sow any other form of Picture ID. Old license is ok too.

Tribal ID is OK

Department of Corrections DOC inmate ID is NOT ok

Other countries ID not ok, need passport to be able to sell or serve. (except Canada)

### **100 RULE**

100 rule – the 1<sup>st</sup> two numerals in the driver's license number + the last two digits of the year of your birth = 100. See photo example.

Fake ID you can keep, but only long enough to give to law enforcement. You may not keep the ID card. Do not keep the card if personal safety is at risk.

### **Investigative Aids: Compliance Checks**

- Go through hiring process
- Do not use fake id
- Will not use these people 3 months before their 18<sup>th</sup> and or 21<sup>st</sup> birthday.
- They must present real ID or not at all.

All servers or sellers should have a MAST license. This can be done online for a small fee. Must have license within 90 days to serve.

For more information, you can contact Sergeant Madson at WA State Liquor and Cannabis Board.



WASH STATE  
Liquor Control Board

**RESPONSIBLE LIQUOR AND  
TOBACCO SALES**

A partnership in public safety  
between the Washington State  
Liquor Control Board  
and you!





# Checking Identification

## Washington State Driver License (New Format)

BLACK STATE SEAL  
ON BLAD'S THE PHOTO

100 rule

WASHINGTON DRIVER LICENSE

The first two  
numerals in the  
drivers license  
number

11 11

DOB 03-23-2019

DOB 04-13-2019

+

The year of the  
date of birth

=

100



# Violations

Mandatory Alcohol Server Training (MAST)  
Permit Holders (On-Premises only)  
(3 Year Window)

## 1<sup>ST</sup> Violation

- 5 Day Permit Suspension or \$100 Monetary Option

## 2<sup>ND</sup> Violation

- 10 Day Permit Suspension or \$200 Monetary Option

## 3<sup>RD</sup> Violation

- 30 Day Permit Suspension or \$400 Monetary Option

## 4<sup>TH</sup> Violation

- Revocation of Permit



# Violations

## Penalties for Licensees (Public Safety – Liquor)

### 1<sup>ST</sup> Violation

- 5 day suspension or \$500 monetary option

### 2<sup>ND</sup> Violation

- 7 day suspension

### 3<sup>RD</sup> Violation

- 30 day suspension

### 4<sup>TH</sup> Violation

- Cancellation of license





# Overservice of Alcohol

## Definitions

"Overservice" is a common term in the liquor industry. The legal term is "Apparently Intoxicated".

Apparently intoxicated is the standard that is required under RCW 66.44.200 and WAC 314-16-150 when deciding if a patron needs to be cut off.

Apparently intoxicated means that the person does not have to be drunk. The signs of intoxication that are viewed do not have to be obvious, just apparent!



## David Glasson

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**From:** Christina M. Pegg <chris.pegg@longviewha.org>  
**Sent:** Thursday, March 17, 2016 4:19 PM  
**To:** David Glasson  
**Subject:** Longview Housing Authority news

Good afternoon Dave.

Please forward this email to the Mayor and City Council members.

I'm writing today to inform you about some changes coming to our agency. We recently completed a new 5 year strategic plan. The development of the plan involved outreach to people throughout our current jurisdiction which now covers Cowlitz County, other than the cities of Kelso and Kalama (they have their own housing authorities), Wahkiakum, Lewis and Pacific counties. One of the main themes that came out of this outreach was that people found our name confusing. It was not intuitive for them to call Longview Housing Authority to find affordable housing or assistance in the other communities and counties we serve, even in our own county.

The Board discussed this for some time and ultimately decided to change our name. We will be announcing the change in May however I wanted to make sure all of you were informed first. We also created a new vision statement, mission, values and tag line. I've attached a document providing this information as well as our new logo.

I will be forwarding our new strategic plan separately once I've cleaned it up a bit. There is a renewed focus on the development of housing as well as a much stronger focus on connecting the housing with services that help families thrive. This will differ for each family, depending upon their circumstances.

I look forward to working with all of you as leaders as we chart this new direction. We want to work with you and others dedicated to improving the quality of life and quality of place within our own neighborhoods. Please feel free to give me a call if you would like to discuss any of this further or if I can be of help in any other way.

Sincerely,

Christina M. Pegg, CEO, PHM, NAHRO Fellow  
Longview Housing Authority  
Joint Pacific County Housing Authority  
820 11th Ave.  
Longview, WA 98632  
360-423-0140, ext. 15

"Memories of our lives, of our works and our deeds will continue in others." Rosa Parks



# HOUSING OPPORTUNITIES

— of SW Washington —

Connecting People to Homes, Hope and Opportunity

## Vision

We envision strong, vibrant and healthy communities created by providing housing, hope and opportunity.

## Mission

We promote and provide stable, affordable housing, and supportive services in an environment that nurtures individuals and families while encouraging personal responsibility.

## Values

At Housing Opportunities of S.W. Washington we are committed to the highest standards of ethics and integrity. These are the core values that inspire our organization and individual employees to keep us focused on meeting our mission and celebrating our successes.

### We Put People First

We acknowledge and honor the fundamental value and dignity of all individuals.

We believe in the ability of people to improve their own lives and our responsibility to support them on this journey. We seek to partner with clients to foster accountability and success.

We are committed to the development of the full potential of each person and to the achievement of economic independence when possible.

Our employees are professionals who take pride in their accomplishments and the progress of our clients and programs. Our work environment is built on honesty, trust, mutual respect and open communication.

### We Believe Housing is the Foundation

We believe housing is a basic need and a foundation for people to thrive.

Everyone should have the opportunity to live in a safe, healthy, affordable home.



Report: AGY064P2  
710-LBL BLSD020

State of Washington  
Business Licensing Service  
Agency Requirements Document (ARD)

Date: 03 21 2016  
Page: 1

LONG BEACH GENERAL BUSINESS

New Application / Final

Business Structure: LLC

Legal Entity Name : ROGUE MANAGEMENT

Firm Name : ROGUE MANAGEMENT

Location Phone/FAX: (360) 783-1089

(360) 465-2356

Email Address: roguemanagement@gmail.com

Location Address : 62 KIN RD  
NASELLE WA 98638 9019

Mail Addr: 62 KIN RD  
NASELLE WA 98638 9019

In City Limits: N Number of employees at this location: 1

Product/Serv Desc: Services RENTAL PROPERTY MANAGEMENT.

Operator Comments:

Previous Business License: N

Applying as Nonprofit Business: N

Account Status: Pending Approval

Zoning	NA	AB	2/2/11	Fire	Date
Building				Police	Date
Finance				Planning	Date
Comments:					

Report: AGY064P2  
710-LBL BLSD020

State of Washington  
Business Licensing Service  
Agency Requirements Document (ARD)

Date: 03 21 2016  
Page: 1

LONG BEACH GENERAL BUSINESS

New Application / Final

Business Structure: LLC

Legal Entity Name : EMERALD COAST TITLE, LLC

Firm Name : EMERALD COAST TITLE

Location Phone/FAX: (360) 642-4110 (000) 000-0000

Email Address: bernt@clallamttitle.com

Location Address : 408 PACIFIC AVE S # 3  
LONG BEACH WA 98631 4021

Mail Addr: 408 PACIFIC AVE S # 3  
LONG BEACH WA 98631 4021

In City Limits: Y Number of employees at this location: 2

Product/Serv Desc: Services TITLE AND ESCROW SERVICES

Operator Comments:

Previous Business License: N Square Footage: 0 Applying as Non Profit Business: N

Conducting Business From Residence: N Interior/Exterior Modifications: Y

Haz/Flam Material: N

Account Status: Pending Approval

Zoning	BT	3/21/16	Fire	Date
Building		Date	Police	Date
Finance		Date	Planning	Date
Comments:				